

GfK MRI Media Study

PLACE SAMPLE LABEL HERE

EMAIL ADDRESS: _____ NONE REF

INTERVIEWER RECORD:

OFFICE USE ONLY

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

Interviewer ID #

Number of attempts made on this household

Date Interview Completed

Day Interview Completed:

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

Interview # _____ C
(1-6) D

0	1
7	8

Version **A** 20-

1

of designated sex _____
(21-22)

23-	25-
24-	26-

IMPORTANT:
IMMEDIATELY BEFORE READING 1ST QUESTION
RECORD TIME INTERVIEW BEGINS:

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

6. 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 only those copies printed on paper, and do not include electronic versions or the newspaper's website. 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.6/Q.7)



7. Have you read any other paper copies of 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.6/Q.7)

(ASK FOR EACH NEWSPAPER READ IN Q.6/Q.7).

8. Thinking only of paper copies, 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.8)

(ASK FOR EACH NEWSPAPER READ IN PAST 4 WEEKS IN Q.6/Q.7).

9. When was the last time you read or looked into a paper copy of the (NEWSPAPER)? (IF RESPONDENT SAYS "TODAY", ASK:)

When was the last time before today that you read or looked into a paper copy of (NEWSPAPER)? (IF RESPONDENT SAYS ANY TIME BEFORE THE LAST 7 DAYS, CIRCLE CODE 1 UNDER Q.9, IF LAST 7 DAYS, CIRCLE CODE 2 UNDER Q.9 AND ON PAGE 18 CIRCLE CODE 1 UNDER "HAVE READ" FOR TYPESET PAPERS).

SC3

10A. 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 a paper copy of the (NEWSPAPER) in the last 7 days. (RECORD CODES UNDER Q.10A)

SC4

10B. Here is a list of different ways in which you may obtain paper copies of a Sunday or weekend newspaper. ■ Thinking of the (NEWSPAPER), which statement best describes how you obtained the paper copy of the (NEWSPAPER) that you read in the last 7 days? (RECORD CODE UNDER Q.10B)

0	3
7	8

INTERNAL CODE	SUNDAY/WEEKEND NEWSPAPERS CITY/NEWSPAPER	Q.6 AND Q.7		Q.8 ENTER AVERAGE # OF ISSUES READ	Q.9		Q.10A WHERE READ	Q.10B HOW OBTAINED
		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 NEWSPAPER IN Q.9 SHOULD ALSO BE RECORDED ON PAGE 18.	
		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-

IF NONE READ, X HERE

MAGAZINE SECTION

(GIVE RESPONDENT LAMINATED COLOR SHOWCARD)

Magazines can be read or looked into in different ways. This card shows examples of some of them. They can be printed on paper or they can be published electronically, such as those read on a computer or on the Internet or with an e-reader such as the Amazon Kindle. You may also be able to read or look into a magazine on a tablet, such as the Apple iPad, a cell phone or other mobile device or you may look at the magazine's website. (TAKE AWAY LAMINATED COLOR SHOWCARD) I'll give this back in a moment.

(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.

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 any of these ways 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.

Please include copies printed on paper as well as electronic versions, such as copies read on the Internet or with an e-reader, tablet, cell phone or other mobile device. Also please include reading or looking into the magazine's website. You can use this card as a helpful reference. (GIVE RESPONDENT LAMINATED COLOR SHOWCARD.)

(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.

STEP E.

(WHEN ALL WHITE CARDS HAVE BEEN SORTED ASK:)

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

		76-
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. You may have read a copy printed on paper or an electronic version or you may have visited the magazine's website. 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. You may have read a copy printed on paper or an electronic version or you may have visited the magazine's website. Please sort these cards to show whether you read or looked into these magazines in the last 6 months.

White

Buff

Gray

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. You may have read a copy printed on paper or an electronic version or you may have visited the magazine's website. 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 AND LAMINATED SHOW CARD.)

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. 23	No magazines read or looked into, after sort	78-1
SKIP TO Q. 24A	Refused to sort cards	2
GO TO Pg. 18 & 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		H	I	Q. 11	Q. 12	Q. 13	IF "SURE HAVE" IN COL. Q. 12													
	7 8							(RECORD PROPER CODE FROM SHOW CARD)													
	Last 6 Mos.							# of Issues Read	Last 7 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY			
	Yes Sure Have	Not Sure										Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22
												Where	Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time
001. Barron's	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
002. Bloomberg Businessweek	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
003. The Economist	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
004. Entertainment Weekly	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
005. Globe	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
006. In Touch	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
007. Life & Style Weekly	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
008. National Enquirer	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
009. The New Yorker	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
010. OK!	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
011. People	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
012. Soap Opera Digest	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
013. Sports Illustrated	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
014. Star	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
015. Time	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
016. Us Weekly	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
017. The Week	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
018. Woman's World	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					

VERSION A

C D <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>0</td><td>4</td></tr> <tr><td>7</td><td>8</td></tr> </table> PUBLICATIONS Biweekly (14 days)	0	4	7	8	H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12 (RECORD PROPER CODE FROM SHOW CARD)									
	0	4																		
	7	8																		
	Last 6 Mos.		# of Issues Read	Last 14 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY							
	Yes Sure Have	Not Sure					Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22				
Where	Days	Paper Time					Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time							
121. Autoweek	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
122. ESPN – The Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
123. Golfweek	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
124. New York Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
125. Rolling Stone	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
126. TV Guide	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
Triweekly (21 days)				Last 21 Days Sure Have	Last 21 Days															
230. First For Women	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
231. Forbes	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
232. Wine Spectator	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
Monthly (30 days)				Last 30 Days Sure Have	Last 30 Days															
301. Allure	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
302. American Hunter	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
303. American Legion	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
304. American Rifleman	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
305. American Way (American Airlines)	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

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	0	4																		
	7	8																		
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY							
	Yes Sure Have	Not Sure					Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22				
		Where					Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time					
306. Architectural Digest	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
307. The Atlantic	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
308. Automobile	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
309. Backpacker	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
310. Better Homes & Gardens	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
311. Bicycling	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
312. Black Enterprise	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
313. Boating	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
314. Bon Appetit	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
315. Boys' Life	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
316. Car & Driver	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
317. Car Craft	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
318. Catholic Digest	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
319. Coastal Living	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
320. Condé Nast Traveler	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
321. Consumer Reports	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
322. Cooking Light	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
323. Cosmopolitan	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

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	0	4																		
	7	8																		
	Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY							
	Yes Sure Have	Not Sure					Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22				
		Where					Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time					
324. The Costco Connection	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
325. Country Living	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
326. Cycle World	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
327. Delta Sky (Delta Airlines)	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
328. Dirt Rider	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
329. Discover	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
330. Dr. Oz THE GOOD LIFE	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
331. Dwell	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
332. Easyriders	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
333. Ebony	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
334. Elle	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
335. Elle Decor	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
336. Entrepreneur	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
337. Esquire	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
338. Essence	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
339. Family Circle	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
340. The Family Handyman	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

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C D	0 4		H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12												
	7 8						Last 6 Mos.		# of Issues Read	Last 30 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY		
	PUBLICATIONS Monthly (cont.) (30 days)	Yes Sure Have					Not Sure	Q. 14					Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22
	341. Fast Company	11-1					2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)
342. Field & Stream	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
343. Fit Pregnancy and Baby	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
344. Flying	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
345. Food & Wine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
346. Food Network Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
347. Fortune	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
348. 4 Wheel & Off-Road	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
349. Four Wheeler	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
350. Game & Fish	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
351. Game Informer	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
352. Glamour	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
353. Golf Digest	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
354. Golf Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
355. Good Housekeeping	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
356. GQ	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
357. Guideposts	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
358. Guns & Ammo	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					

VERSION A

C D	0 4		H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12											
	7 8						Last 6 Mos.		Last 30 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY		
	PUBLICATIONS Monthly (cont.) (30 days)	Yes Sure Have					Not Sure	# of Issues Read				Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21
									Where	Days	Paper Time									
359. Harper's Bazaar	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
360. Health	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
361. HGTV Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
362. Hot Rod	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
363. House Beautiful	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
364. Inc.	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
365. In Style	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
366. Kiplinger's Personal Finance	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
367. Latina	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
368. Marie Claire	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
369. Martha Stewart Living	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
370. Maxim	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
371. Men's Fitness	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
372. Men's Health	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
373. Men's Journal	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
374. Money	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
375. Motor Trend	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
376. Motorcyclist	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

VERSION A

C D	0 4		H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12																	
	7 8						Last 6 Mos.		Last 30 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY								
	PUBLICATIONS Monthly (cont.) (30 days)	Yes Sure Have					Not Sure	# of Issues Read				Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22					
		Where					Days		Paper Time	Obtained Paper	% of Pages											Issues	Rating	Electronic Device	Electronic Version	Electronic Time
		(15-39)					(40-41)		(42-43)	44-	(45-47)											48-	49-	50-	51-	(52-53)
377. Muscle & Fitness	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
378. National Geographic	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
379. National Geographic Kids	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
380. O, The Oprah Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
381. OUT	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
382. Outdoor Life	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
383. Outside	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
384. Parents	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
385. Penthouse	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
386. People en Español	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
387. Playboy	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
388. Popular Mechanics	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
389. Popular Photography	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
390. Prevention	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
391. Rachael Ray Every Day	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
392. Reader's Digest	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
393. Real Simple	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										
394. Redbook	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)										

VERSION A

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	PUBLICATIONS Monthly (cont.) (30 days)	Yes Sure Have					Not Sure	Q. 14					Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22						
									Where	Days	Paper Time	Obtained Paper										% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time
									(15-39)	(40-41)	(42-43)	44-										(45-47)	48-	49-	50-	51-	(52-53)
395. Road & Track	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
396. Runner's World	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
397. Salt Water Sportsman	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
398. Scientific American	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
399. Self	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
400. Seventeen	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
401. Shape	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
402. Ski	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
403. Smithsonian	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
404. Southern Living	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
405. Southwest: The Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
406. Sportsman	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
407. Street Rodder	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
408. StyleWatch	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
409. Sunset	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
410. Super Chevy	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
411. Teen Vogue	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											
412. Texas Monthly	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)											

VERSION A

C D	0 4		H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12														
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												Where	Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time
413. This Old House	11-1	2	12-	13-1	14-1	2			(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
414. Town & Country	11-1	2	12-	13-1	14-1	2	(15-39)		(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
415. Travel + Leisure	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
416. United Hemispheres (United Airlines)	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
417. USA Hockey	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
418. Vanidades	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
419. Vanity Fair	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
420. Vegetarian Times	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
421. VFW Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
422. Vogue	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
423. W	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
424. Wired	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
425. Woman's Day	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
426. Women's Health	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
427. Yachting	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					
428. Yoga Journal	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)					

VERSION A

C D <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>0</td><td>4</td></tr> <tr><td>7</td><td>8</td></tr> </table> PUBLICATIONS Bimonthly (60 days)	0	4	7	8	H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12 (RECORD PROPER CODE FROM SHOW CARD)									
	0	4																		
	7	8																		
	Last 6 Mos.		# of Issues Read	Last 60 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY							
	Yes Sure Have	Not Sure					Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22				
Where	Days	Paper Time					Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time							
501. AARP The Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
502. The Advocate	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
503. Allrecipes Magazine	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
504. Arthritis Today	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
505. Bassmaster	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
506. Birds & Blooms	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
507. Bridal Guide	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
508. Brides	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
509. Catster	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
510. Cigar Aficionado	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
511. Cooking with Paula Deen	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
512. Cook's Illustrated	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
513. Country	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
514. Country Sampler	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
515. Departures	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
516. Diabetes Forecast	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
517. Diabetes Self-Management	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
518. Dogster	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
519. Ducks Unlimited	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

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C D <table border="1" style="display: inline-table; vertical-align: middle;"> <tr><td>0</td><td>4</td></tr> <tr><td>7</td><td>8</td></tr> </table> PUBLICATIONS Bimonthly (cont.) (60 days)	0	4	7	8	H	I	Q. 11	Q. 12	Q. 13		IF "SURE HAVE" IN COL. Q. 12 (RECORD PROPER CODE FROM SHOW CARD)								
	0	4																	
	7	8																	
	Last 6 Mos.		# of Issues Read	Last 60 Days Sure Have	Paper	Electronic	MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY						
	Yes Sure Have	Not Sure					Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22			
		Where					Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time				
520. EatingWell	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
521. FamilyFun	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
522. Handguns	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
523. Hunting	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
524. In-Fisherman	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
525. Luxe Interiors + Design	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
526. Midwest Living	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
527. Mother Earth News	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
528. National Geographic Traveler	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
529. National Wildlife	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
530. Nature Conservancy	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
531. Popular Science	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
532. Psychology Today	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
533. Reminisce	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
534. The Saturday Evening Post	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
535. Ser Padres	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
536. Siempre Mujer	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
537. Sierra	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			
538. Taste of Home	11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)			

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C D	0 4		H	I	Q. 11	Q. 12	IF "SURE HAVE" IN COL. Q. 12 (RECORD PROPER CODE FROM SHOW CARD)															
	7 8						Last 6 Mos.	# of Issues Read	Last 60 Days Sure Have	Q. 13		MAGAZINES READ ON PAPER						MAGAZINES READ ELECTRONICALLY				
	PUBLICATIONS Bimonthly (cont.) (60 days)	Yes Sure Have								Not Sure	Paper	Electronic	Q. 14	Q. 15	Q. 16	Q. 17	Q. 18A	Q. 18b	Q. 19	Q. 20	Q. 21	Q. 22
													Where	Days	Paper Time	Obtained Paper	% of Pages	Issues	Rating	Electronic Device	Electronic Version	Electronic Time
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				
			11-1	2	12-	13-1	14-1	2	(15-39)	(40-41)	(42-43)	44-	(45-47)	48-	49-	50-	51-	(52-53)				

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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> 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. 16		Q. 18A		Q. 19					
			Paper Time		% of Pages		Rating					
601. New York Times (Yesterday or Last Fri./Sat/Sun)	13-1		(42-43)		(45-47)		49-					
602. USA Today (Yesterday or Last Fri./Sat/Sun)	13-1		(42-43)		(45-47)		49-					
603. Wall Street Journal (Yesterday or Last Fri./Sat/Sun)	13-1		(42-43)		(45-47)		49-					
651. Sunday New York Times (In Last 7 Days)	13-1		(42-43)		(45-47)		49-					

OTHER MAGAZINES

23. (ASK ONLY IF RESPONDENT SORTED LOGO CARDS, OTHERWISE SKIP TO Q. 24A)
Have you read or looked into any other magazines in the last 6 months either paper or electronic versions?

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

ELECTRONIC NEWSPAPERS

24A. Now I would like to ask some questions about your readership of electronic versions of newspapers.

During the past 30 days which if any of the following newspapers have you read or looked into electronically on any device, including computers, tablets, smartphones, etc., either at home or somewhere away from home? Please include all electronic versions including the newspaper's website. Please include those newspapers which you just happened to look into electronically during the past 30 days as well as those you read regularly.

(ASK FOR EACH NEWSPAPER LISTED IN GRID BELOW) ■ **Have you read or looked into any electronic version of (NEWSPAPER) in the last 30 days?**

SC13A 24B. (ASK Q. 24B–Q. 24D FOR EACH PAPER READ IN LAST 30 DAYS IN Q. 24A, IF "NONE" SKIP TO Q. 25A) (SHOW CARD 13A)
Here is a list of different devices you may use to read or look into electronic copies of a newspaper. Thinking of (NEWSPAPER), which device or devices did you use to read or look into the electronic version or visit the website of (NEWSPAPER) that you read in the last 30 days?

SC13B 24C. (ASK FOR EACH PAPER READ IN LAST 30 DAYS IN Q. 24A) (SHOW CARD 13B)
Here are some ways that people can look at newspapers electronically. Digital reproductions of the newspaper look like the printed copy, but are on a screen. Newspaper websites look different than a printed copy. Please choose a version or versions from this list that describe the electronic version(s) of (NEWSPAPER) that you read or looked into in the last 30 days?

(ASK FOR EACH PAPER READ IN LAST 30 DAYS IN Q. 24A)
 24D. **Did you read or look into any electronic version of (NEWSPAPER) yesterday?**

ELECTRONIC NEWSPAPERS	Q. 24A		Q. 24B	Q. 24C	Q. 24D	
	READ LAST 30 DAYS Yes	No	ELECTRONIC DEVICE	ELECTRONIC VERSION	READ ELEC. YESTERDAY Yes	No
New York Times	13-1	N	14-	15-	16-1	N
Wall Street Journal	17-1	N	18-	19-	20-1	N
USA Today	21-1	N	22-	23-	24-1	N
An electronic version of any other newspaper	26-1	N				

TABLET/E-READER

25A. **Do you personally own a tablet, such as the Apple iPad or an e-reader, such as the Amazon Kindle?**

SKIP TO Q. 26A	Yes	27-1
	No	2
	Don't know	3

SC13C (IF "YES" IN Q. 25A, ASK:) (SHOW CARD 13C)
 25B. **Which of these tablets or e-readers do you personally own?**

Amazon Kindle (e-reader)	(1)	28-1
Amazon Kindle Fire (tablet)	(2)	2
Apple iPad (any standard size or larger model)	(3)	3
Apple iPad Mini	(4)	4
Barnes & Noble Nook (e-reader)	(5)	5
Barnes & Noble Nook Color/HD (tablet)	(6)	6

Google Nexus (tablet)	(7)	7
Microsoft Surface (tablet)	(8)	8
Samsung Galaxy Tab/ Galaxy Note (tablet)	(9)	29-1
Samsung Galaxy Tab 4 Nook	(10)	2
Other Tablet	(11)	3
Other E-Reader	(12)	4
Don't know		5

RADIO

SC14

(SHOW CARD 14)

26A. Now we want to know about your listening to radio or other audio services. You may be listening on AM, FM, SiriusXM, the Internet or an App. You may have listened through a radio, a computer, tablet, cell phone or any other device.

Please do not include listening to your personal music collection, such as CDs or audio you have purchased or downloaded.

(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 radio or other audio services 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. 26A)

26B. 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, SiriusXM, the Internet or an App**. (RECORD UP TO 3 STATIONS FOR EACH TIME PERIOD) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUSXM, OR INTERNET/APP)

TIME PERIODS	Q. 26A HOURS											Q. 26B 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"/> SiriusXM <input type="checkbox"/> Int/App	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	26- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App						
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"/> SiriusXM <input type="checkbox"/> Int/App	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	41- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App						
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"/> SiriusXM <input type="checkbox"/> Int/App	51- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	56- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App						
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"/> SiriusXM <input type="checkbox"/> Int/App	66- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	71- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App						
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"/> SiriusXM <input type="checkbox"/> Int/App	16- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App						
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. 27

9	1
7	8

9	2
7	8

27. On a typical **weekday**, where do you listen to radio or audio services? (READ LIST) (CIRCLE AS MANY AS APPLY)

		TYPICAL WEEKDAY
		Q. 27
At home		77-1
In the car		2
At work		3
Another place		4
DO NOT READ	No listening	5

SC14

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

28A. **Thinking about last weekend, that is last Saturday and last Sunday, please tell me whether or not you listened to or heard radio or other audio services on either Saturday or Sunday during the time period of (TIME PERIOD)—either in your home, car or any other place? This time, just say Yes or No for each time period. (READ EACH TIME PERIOD AND CIRCLE CORRESPONDING CODE FOR EACH)**

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

28B. **During the time period of (TIME PERIOD), what station or stations did you listen to? Include listening on Saturday or on Sunday. Please give me the Call Letters of each station and whether it was AM, FM, SiriusXM, the Internet or an App. (RECORD UP TO 3 STATIONS FOR EACH TIME PERIOD) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUSXM, OR INTERNET/APP)**

Q. 28A			Q. 28B		
TIME PERIODS	LISTENED LAST SATURDAY/SUNDAY		RADIO STATIONS		
	YES	26-1	STATION #1	STATION #2	STATION #3
6 AM - 10 AM	YES	26-1	31- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	41- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App
	NO	2			
10 AM - 3 PM	YES	27-1	46- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	51- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	56- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App
	NO	2			
3 PM - 7 PM	YES	28-1	61- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	66- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	71- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App
	NO	2			
7 PM - Midnight	YES	29-1	11- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	16- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	21- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App
	NO	2			
Midnight - 6 AM	YES	30-1	26- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	31- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App	36- <input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App
	NO	2			

9	2
7	8

9	3
7	8

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

29. **On a typical weekend, where do you listen to radio or audio services? (READ LIST) (CIRCLE AS MANY AS APPLY)**

		TYPICAL WEEKEND
		Q. 29
	At home	77-1
	In the car	2
	At work	3
	Another place	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, SiriusXM, the Internet or an App. Any others? (RECORD ANSWERS BELOW) (IF D.K. CALL LETTERS, RECORD STATION NUMBER, SLOGAN, OR PERSONALITY AND AM, FM, SIRIUSXM, OR INTERNET/APP)

9	4
7	8

<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App 56- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App 61- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App 66- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App 71- _____	<input type="checkbox"/> AM <input type="checkbox"/> FM <input type="checkbox"/> SiriusXM <input type="checkbox"/> Int/App 76- _____
IF NONE, X HERE <input type="checkbox"/>				

30B. Do you or does anyone in your household subscribe to SiriusXM satellite radio service?

9	9
7	8

Yes	11-1
No	2
Don't Know	3

SC15A

(SHOW CARD 15A)

30C. Which, if any, of these music or audio services did you listen to or use in the last 30 days?

Amazon Prime Music	(1)	12-1
Apple Music	(2)	2
Google Play Music	(3)	3
iHeartRadio	(4)	4
iTunes	(5)	5
iTunes Radio	(6)	6
Pandora	(7)	7
Radio.com	(8)	8
SoundCloud	(9)	9
Spotify	(10)	0
Tidal	(11)	X
TuneIn	(12)	Y
YouTube Music	(13)	13-1
Other	(14)	2
None	(15)	3
Don't Know		4

SC15B

(SHOW CARD 15B)

30D. Which, if any, of these music or audio-related activities did you do using the Internet in the last 30 days?

Listened online to streaming AM/FM broadcast radio stations	(1)	14-1
Listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	(2)	2
Visited a radio station, radio program or radio personality's website	(3)	3
Downloaded music	(4)	4
Downloaded or listened to podcasts/podcasting	(5)	5
None of these	(6)	6

SC15C

(SHOW CARD 15C)

30E. Which device or devices did you use to listen to or hear radio or audio services in the last 30 days?

Radio (home, car or other)	(1)	15-1
Desktop/Laptop Computer	(2)	2
Tablet or E-Reader	(3)	3
Cell phone or Smartphone	(4)	4
iPod or other MP3 player	(5)	5
Television	(6)	6
Video Game System	(7)	7
Other	(8)	8
None	(9)	9
Don't Know		0

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

SC16

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			9
10:00 AM-1:00 PM	10:00 AM-12:00 Noon	12-0	½	1	1½	2	2½	3			8
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											

IF NO TV WATCHED LAST SUNDAY, X HERE

There is No Question 34

TELEVISION SERVICE

SC17A

35A. (SHOW CARD 17A) **Now, I would like to ask you a few questions about Cable, Satellite and other Television services. Which, if any, of these services does your household subscribe to in order to receive television service? (CIRCLE AS MANY AS APPLY)**

Cable TV	(1)	11-1
Satellite TV	(2)	2
Fiber Optic TV (such as Fios TV by Verizon or AT&T U-verse)	(3)	3
A subscription service that allows you to STREAM TV through the Internet (e.g. Sling TV, CBS All Access, Netflix, etc.)	(4)	4
SKIP TO Q. 36A	None of these	(5) 5
SKIP TO Q. 35D	Don't Know	6

1 3
7 8

SC17B

(IF "YES" TO SATELLITE TV IN Q. 35A, ASK) (SHOW CARD 17B) 35B. **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)**

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

IF "YES" TO CABLE OR "YES" TO SATELLITE OR "YES" TO FIBER OPTIC TV (Q. 35A) ASK Q. 35C

IF "STREAM TV" ONLY OR "NONE OF THESE" SKIP TO Q. 36A

IF "DON'T KNOW" SKIP TO Q. 35D

35C. **Some TV providers offer Pay-Per-View and Video-On-Demand. With Pay-Per-View, you pay for a specific program and it is broadcast at the same time to everyone ordering it. With Video-On-Demand you can watch instantly with no pre-set start time and you may or may not be charged a fee.**

In the past 12 months, have you watched any programs, movies or events on Pay-Per-View or Video-On-Demand?

(IF YES, ASK:)

Which service or services?

Yes, Pay-Per-View Only	20-1
Yes, Video-On-Demand Only	2
Yes, both Pay-Per-View and Video-On-Demand	3
No	4

END
C 13
D

CABLE AND SATELLITE TELEVISION CHANNELS

SC18 A-M

(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, 18K, 18L AND 18M.) (COMPLETE Q. 35D BEFORE ASKING Q. 35E)

35D. 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. Q. 35D, ASK:)

35E. About how many hours have you watched (SERVICE) in the past 7 days? (RECORD HOURS IN COL. Q. 35E)

NAME OF SERVICE		Past 30 Days	Hours Past 7 Days
		Q. 35D	Q. 35E
A&E	(1)	<input type="checkbox"/>	(13-14)
Adult Swim	(2)	<input type="checkbox"/>	(15-16)
AMC	(3)	<input type="checkbox"/>	(17-18)
American Heroes Channel	(4)	<input type="checkbox"/>	(19-20)
Animal Planet	(5)	<input type="checkbox"/>	(21-22)
Azteca	(6)	<input type="checkbox"/>	(23-24)
BabyFirst	(7)	<input type="checkbox"/>	(25-26)
BBC America	(8)	<input type="checkbox"/>	(27-28)
BBC World News	(9)	<input type="checkbox"/>	(29-30)
BET (Black Entertainment TV)	(10)	<input type="checkbox"/>	(31-32)
Bloomberg Television	(11)	<input type="checkbox"/>	(33-34)
Bounce TV	(12)	<input type="checkbox"/>	(35-36)
BRAVO	(13)	<input type="checkbox"/>	(37-38)
Cartoon Network	(14)	<input type="checkbox"/>	(39-40)
CBS Sports Network	(15)	<input type="checkbox"/>	(41-42)
Centric	(16)	<input type="checkbox"/>	(43-44)
Chiller	(17)	<input type="checkbox"/>	(45-46)
CLOO	(18)	<input type="checkbox"/>	(47-48)
CMT (Country Music Television)	(19)	<input type="checkbox"/>	(49-50)
CNBC	(20)	<input type="checkbox"/>	(51-52)
CNN	(21)	<input type="checkbox"/>	(53-54)
Comedy Central	(22)	<input type="checkbox"/>	(55-56)
Cooking Channel	(23)	<input type="checkbox"/>	(57-58)
COZI TV	(24)	<input type="checkbox"/>	(59-60)
Destination America	(25)	<input type="checkbox"/>	(61-62)
Discovery Channel	(26)	<input type="checkbox"/>	(63-64)
Discovery Family	(27)	<input type="checkbox"/>	(65-66)
Discovery Life Channel	(28)	<input type="checkbox"/>	(67-68)
Disney Channel	(29)	<input type="checkbox"/>	(69-70)
Disney Junior	(30)	<input type="checkbox"/>	(71-72)
Disney XD	(31)	<input type="checkbox"/>	(73-74)
DIY Network	(32)	<input type="checkbox"/>	(75-76)
E! (Entertainment Television)	(33)	<input type="checkbox"/>	(77-78)
ESPN	(34)	<input type="checkbox"/>	(79-80)
ESPN2	(35)	<input type="checkbox"/>	(11-12)
ESPNU	(36)	<input type="checkbox"/>	(13-14)
ESPN Classic	(37)	<input type="checkbox"/>	(15-16)
ESPN News	(38)	<input type="checkbox"/>	(17-18)
Esquire Network	(39)	<input type="checkbox"/>	(19-20)
Estrella TV	(40)	<input type="checkbox"/>	(21-22)
Flix	(41)	<input type="checkbox"/>	(23-24)
FM	(42)	<input type="checkbox"/>	(25-26)
Food Network	(43)	<input type="checkbox"/>	(27-28)
Fox Business Network	(44)	<input type="checkbox"/>	(29-30)
Fox News Channel	(45)	<input type="checkbox"/>	(31-32)
Fox Sports 1	(46)	<input type="checkbox"/>	(33-34)
Fox Sports 2	(47)	<input type="checkbox"/>	(35-36)
Freeform	(48)	<input type="checkbox"/>	(37-38)
Fuse	(49)	<input type="checkbox"/>	(39-40)
FX	(50)	<input type="checkbox"/>	(41-42)
FXM (FX Movie Channel)	(51)	<input type="checkbox"/>	(43-44)
FXX	(52)	<input type="checkbox"/>	(45-46)
FYI	(53)	<input type="checkbox"/>	(47-48)
Galavision	(54)	<input type="checkbox"/>	(49-50)
Golf Channel	(55)	<input type="checkbox"/>	(51-52)
GAC (Great American Country)	(56)	<input type="checkbox"/>	(53-54)
GSN (Game Show Network)	(57)	<input type="checkbox"/>	(55-56)
Hallmark Channel	(58)	<input type="checkbox"/>	(57-58)
Hallmark Movies & Mysteries	(59)	<input type="checkbox"/>	(59-60)
History Channel	(60)	<input type="checkbox"/>	(61-62)
HGTV (Home & Garden Television)	(61)	<input type="checkbox"/>	(63-64)
HLN	(62)	<input type="checkbox"/>	(65-66)
HSN (Home Shopping Network)	(63)	<input type="checkbox"/>	(67-68)
IFC TV	(64)	<input type="checkbox"/>	(69-70)

2 | 3
7 8

0 | 6
7 8

NAME OF SERVICE		Past 30 Days	Hours Past 7 Days
		Q. 35D	Q. 35E
INSP (The Inspiration Network)	(65)	<input type="checkbox"/>	(71-72)
Investigation Discovery	(66)	<input type="checkbox"/>	(73-74)
ION	(67)	<input type="checkbox"/>	(75-76)
Lifetime	(68)	<input type="checkbox"/>	(77-78)
LMN (Lifetime Movie Network)	(69)	<input type="checkbox"/>	(79-80)
Logo	(70)	<input type="checkbox"/>	(11-12)
MAVTV	(71)	<input type="checkbox"/>	(13-14)
MeTV	(72)	<input type="checkbox"/>	(15-16)
MLB Network	(73)	<input type="checkbox"/>	(17-18)
MSNBC News	(74)	<input type="checkbox"/>	(19-20)
MTV (Music Television)	(75)	<input type="checkbox"/>	(21-22)
MTV 2	(76)	<input type="checkbox"/>	(23-24)
MTV Live	(77)	<input type="checkbox"/>	(25-26)
Music Choice	(78)	<input type="checkbox"/>	(27-28)
Nat Geo Wild	(79)	<input type="checkbox"/>	(29-30)
National Geographic Channel	(80)	<input type="checkbox"/>	(31-32)
NBA TV	(81)	<input type="checkbox"/>	(33-34)
NBC Sports Network	(82)	<input type="checkbox"/>	(35-36)
NFL Network	(83)	<input type="checkbox"/>	(37-38)
Nick at Nite	(84)	<input type="checkbox"/>	(39-40)
Nick Jr.	(85)	<input type="checkbox"/>	(41-42)
Nickelodeon	(86)	<input type="checkbox"/>	(43-44)
Outdoor Channel	(87)	<input type="checkbox"/>	(45-46)
Ovation TV	(88)	<input type="checkbox"/>	(47-48)
OWN (Oprah Winfrey Network)	(89)	<input type="checkbox"/>	(49-50)
Oxygen	(90)	<input type="checkbox"/>	(51-52)
PBS KIDS	(91)	<input type="checkbox"/>	(53-54)
Pivot	(92)	<input type="checkbox"/>	(55-56)
POP	(93)	<input type="checkbox"/>	(57-58)
QVC	(94)	<input type="checkbox"/>	(59-60)
Reelz Channel	(95)	<input type="checkbox"/>	(61-62)
RFD-TV (Rural Free Delivery TV)	(96)	<input type="checkbox"/>	(63-64)
SCI	(97)	<input type="checkbox"/>	(65-66)
Smithsonian Channel	(98)	<input type="checkbox"/>	(67-68)
Spike TV	(99)	<input type="checkbox"/>	(69-70)
Sportsman Channel	(100)	<input type="checkbox"/>	(71-72)
Sprout	(101)	<input type="checkbox"/>	(73-74)
SundanceTV	(102)	<input type="checkbox"/>	(75-76)
Syfy	(103)	<input type="checkbox"/>	(77-78)
TBS	(104)	<input type="checkbox"/>	(79-80)
TeenNick	(105)	<input type="checkbox"/>	(11-12)
Tennis Channel	(106)	<input type="checkbox"/>	(13-14)
TLC	(107)	<input type="checkbox"/>	(15-16)
TNT	(108)	<input type="checkbox"/>	(17-18)
Travel Channel	(109)	<input type="checkbox"/>	(19-20)
truTV	(110)	<input type="checkbox"/>	(21-22)
TCM (Turner Classic Movies)	(111)	<input type="checkbox"/>	(23-24)
TV Land	(112)	<input type="checkbox"/>	(25-26)
TV Land Classic	(113)	<input type="checkbox"/>	(27-28)
TV One	(114)	<input type="checkbox"/>	(29-30)
UP Uplifting Entertainment	(115)	<input type="checkbox"/>	(31-32)
USA Network	(116)	<input type="checkbox"/>	(33-34)
Velocity	(117)	<input type="checkbox"/>	(35-36)
Vh1	(118)	<input type="checkbox"/>	(37-38)
Vh1 Classic	(119)	<input type="checkbox"/>	(39-40)
Viceland	(120)	<input type="checkbox"/>	(41-42)
The Weather Channel	(121)	<input type="checkbox"/>	(43-44)
WE tv	(122)	<input type="checkbox"/>	(45-46)
WGN America	(123)	<input type="checkbox"/>	(47-48)
Other (SPECIFY)	(124)	<input type="checkbox"/>	(49-50)

1 | 4
7 8

2 | 7
7 8

IF NONE CHECKED IN COL. Q. 35D, X HERE THEN SKIP TO Q. 35F

END
C D 27

PREMIUM CABLE CHANNELS

SC19

(SHOW CARD 19)

35F. Please tell me the number next to any premium channel that you have watched in the past 30 days since (DATE).

(IF BOX 1-8 CHECKED IN COL. Q. 35F ASK Q. 35G, OTHERWISE SKIP TO Q. 35H)

35G. About how many hours have you watched (SERVICE) in the past 7 days? (RECORD HOURS IN COL. Q. 35G)

(ASK EVERYONE) (SHOW CARD 19)

SC19

35H. 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

		Past 30 Days	Hours Past 7 Days	ASK EVERYONE	Subscribe
		Q. 35F	Q. 35G		Q. 35H
Cinemax	(1)	<input type="checkbox"/>	(11-12)		30-1
EPIX	(2)	<input type="checkbox"/>	(13-14)		2
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
Starz Encore	(7)	<input type="checkbox"/>	(23-24)		7
Other (SPECIFY)	(8)	<input type="checkbox"/>	(25-26)		8
NONE		<input type="checkbox"/>			9

SC20A

(IF "YES" TO CABLE OR "YES" TO SATELLITE OR "YES" TO FIBER OPTIC TV (Q. 35A) ASK:) (SHOW CARD 20A)

35I. Please tell me which statement or statements, if any, apply to your household:

In the last 6 months, my household <u>changed</u> cable, satellite or fiber optic TV service providers with no break in service.	(1)	31-1
In the last 6 months, my household <u>cancelled</u> cable, satellite or fiber optic TV service and then <u>re-subscribed</u> to a cable, satellite or fiber optic TV service at a later time.	(2)	2
In the last 6 months, my household <u>reduced</u> some of its cable, satellite or fiber optic TV service or channels.	(3)	3
In the last 6 months, my household <u>increased</u> its cable, satellite or fiber optic TV service or channels.	(4)	4
In the next 6 months, my household will <u>likely cancel</u> its cable, satellite or fiber optic TV service.	(5)	5
In the next 6 months, my household will <u>likely reduce</u> some of its cable, satellite or fiber optic TV service or channels.	(6)	6
In the next 6 months, my household will <u>likely increase</u> its cable, satellite or fiber optic TV service or channels.	(7)	7
None of the above.	(8)	8

(ASK EVERYONE)

36A. Does your household have a DVR, that is, a Digital Video Recorder?

Yes	33-1
No	2

SC20B

(SHOW CARD 20B)

36B. Which, if any, of these streaming video services did you use to watch TV shows, movies or other programming in the last 30 days?

SC20B

(SHOW CARD 20B)

36C. Whether or not you used these services in the last 30 days, which, if any, of these streaming video services do you or does anyone in your household subscribe to?

		USED LAST 30 DAYS Q. 36B	SUBSCRIBE TO Q. 36C
Amazon Prime Video	(1)	42-1	44-1
CBS All Access	(2)	2	2
Crackle	(3)	3	3
Google Play	(4)	4	4
HBO Go	(5)	5	5
HBO Now	(6)	6	6
Hulu	(7)	7	7
iTunes	(8)	8	8
Netflix	(9)	9	9
PlayStation Vue	(10)	43-1	45-1
Showtime Anytime	(11)	2	2
Showtime (streaming service)	(12)	3	3
Sling TV	(13)	4	4
Vessel	(14)	5	5
Vimeo	(15)	6	6
YouTube Red	(16)	7	7
Other	(17)	8	8
None	(18)	9	9
Don't Know		0	0

END

ONLY ASK Q. 36D IF HOUSEHOLD DOES NOT HAVE CABLE, SATELLITE OR FIBER OPTIC TV (Q. 35A)

SC20C

(IF "STREAM TV" ONLY OR "NONE OF THESE" IN Q. 35A, ASK: OTHERWISE, SKIP TO Q. 37A) (SHOW CARD 20C)
 36D. Which one of these statements best describes your current household?

0	5
7	8

SKIP TO Q. 37A	My household never subscribed to Cable, Satellite or Fiber Optic TV (1)	10-1
ASK Q. 36E	My household previously subscribed to Cable, Satellite or Fiber Optic TV and now does not (2)	2

SC20D

(IF HOUSEHOLD "PREVIOUSLY SUBSCRIBED" IN Q. 36D, ASK:) (SHOW CARD 20D)
 36E. Thinking of the next 6 months, how likely is your household to re-subscribe to a television service such as Cable, Satellite or Fiber Optic TV?

Very likely	(1)	11-1
Somewhat likely	(2)	2
Neither likely nor unlikely	(3)	3
Somewhat unlikely	(4)	4
Very unlikely	(5)	5

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.38) (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?

			PAST 7 DAYS	PAST 4 WEEKS
			Q. 37A	Q. 37B
SKIP TO Q. 38	Under 10 miles	(1)	12-1	13-1
	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

OTHER HOMES

38. 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	1
SKIP TO Q. 40	No	2

(IF "YES" IN Q. 38, ASK:)

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

		20-
	Yes	1
	No	2

VEHICLES

40. 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)

41. 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

SC24A

(SHOW CARD 24A)

42. Thinking of your political outlook, please read me the number from this card that best describes how you usually think of yourself:

Very Conservative	(1)	25-1
Somewhat Conservative	(2)	2
Middle of the Road	(3)	3
Somewhat Liberal	(4)	4
Very Liberal	(5)	5
Don't Know/Refuse		6

SC24B

(SHOW CARD 24B)

43. Which, if any, of these political parties are you affiliated with?

Democratic	(1)	26-1
Republican	(2)	2
Other political party	(3)	3
No party affiliation/Independent	(4)	4
Don't know/Refuse		5

COMPUTERS

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

-		
Yes		29-1
No		2

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

Yes		30-1
No		2

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

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

Yes		32-1
No		2
Respondent does not work		3

INTERNET

(ASK EVERYONE)

45A. Is the Internet available to you in your home using a computer or any other device?

ASK Q. 45B	Yes	38-1
SKIP TO Q. 45E	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)

Dial-up modem	(1)	39-1
Cable modem	(2)	2
DSL connection	(3)	3
Fiber optic service such as Verizon Fios or AT&T U-verse	(4)	4
Satellite Service	(5)	5
Mobile broadband plan for a computer, tablet or cell phone	(6)	6
Other	(7)	7
Not sure/Don't know		8

END

C
D 05

SC25B

(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.

2	4
7	8

America Online (AOL)	(1)	11-1
AT&T	(2)	2
Cable One	(3)	3
Cablevision (Optimum)	(4)	4
CenturyLink	(5)	5
Charter	(6)	6
Comcast/Xfinity	(7)	7
Cox	(8)	8
EarthLink	(9)	9
Frontier	(10)	0
Suddenlink Media	(11)	X
Time Warner Cable	(12)	Y
Verizon or Fios by Verizon	(13)	12-1
Other	(14)	2
Don't Know		3

45D. Not including cell phone service, can you connect to the Internet from home using a wireless connection, such as Wi-Fi or a wireless router?

Yes	15-1
No	2
Don't know	3

(ASK EVERYONE)

45E. Have you looked at or used the Internet using a computer or any other device 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?

ASK Q. 45F-46A	Yes, at home	13-1
	Yes, at work	2
	Yes, at school or library	3
	Yes, another place	4
SKIP TO Q. 46B	No, have not used Internet	5

SC25C

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

45F. Which device or devices did you use to look at or use the Internet in the last 30 days?

Desktop Computer	(1)	40-1
Laptop or Netbook Computer	(2)	2
iPad or other Tablet	(3)	3
Cellphone or Smartphone	(4)	4
E-reader	(5)	5
iPod or other MP3 player	(6)	6
Video Game Console	(7)	7
Television	(8)	8
Other	(9)	9
Don't know		0

45G. 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

SC25D&E

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

45H. Which, if any, of these activities did you do on the Internet in the last 30 days? Please read me the number or numbers from this card. (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 about entertainment or celebrities	(16)	4
Obtained information for new or used car purchase	(17)	5
Obtained information about real estate (for purchase or rental)	(18)	6
Obtained medical information	(19)	7
Obtained childcare or parenting information	(20)	8
Looked for employment (Used classified listings)	(21)	9
Looked for recipes	(22)	0
Took an online class or course	(23)	X
Visited a TV network or TV show's website	(24)	Y
Looked at TV listings online	(25)	18-1
Looked up movie listings or show times	(26)	2
Downloaded a TV program	(27)	3
Watched a TV program online	(28)	4
Downloaded a movie	(29)	5
Watched a movie online	(30)	6
Watched other online video	(31)	7
Visited online blogs	(32)	19-1
Wrote an online blog	(33)	2
Posted a comment or review on a blog, online forum, message or bulletin board	(34)	3
Made a phone call	(35)	4
Uploaded or added video to website	(36)	5
Shared photos through Internet website	(37)	6
Sent an electronic greeting card	(38)	7
Other	(39)	8

SC25F

(SHOW CARD 25F)

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

		PAST 30 DAYS
		Q. 45I
AOL/AOL.com	(1)	21-1
Ask.com	(2)	2
Bing.com	(3)	3
Google.com	(4)	4

		PAST 30 DAYS
		Q. 45I
Yahoo.com	(5)	21-5
Other	(6)	6
None	(7)	7
Don't know		8

SC26

(SHOW CARD 26)

45J. Which chat, Instant Messenger, or video chat services, if any, did you use in the last 30 days?

AIM/AOL Instant Messenger	(1)	30-1
Facebook Messenger	(2)	2
FaceTime	(3)	3
Google Hangouts	(4)	4
Skype	(5)	5
Snapchat Chat	(6)	6
WeChat	(7)	7
WhatsApp	(8)	8
Yahoo! Messenger	(9)	9
Other	(10)	0
None	(11)	X
Don't know		Y

SC27A

(SHOW CARD 27A)

45K. Which, if any, of these social networking, photo or video-sharing services did you visit or use in the last 30 days? Please read me the number or numbers from this card. (CIRCLE AS MANY AS APPLY)

		LAST 30 DAYS
		Q. 45K
Facebook	(1)	32-1
Flickr	(2)	2
Foursquare	(3)	3
Google+ (Google Plus)	(4)	4
Instagram	(5)	5
LinkedIn	(6)	6
Periscope	(7)	7
Photobucket	(8)	8
Picasa	(9)	9
Pinterest	(10)	0
Reddit	(11)	X
Shutterfly	(12)	Y
Snapchat	(13)	33-1
Tumblr	(14)	2
Twitter	(15)	3
Vine	(16)	4
Yelp	(17)	5
YouTube	(18)	6
Other	(19)	7
SKIP TO Q. 45M	None	(20) 8
	Don't know	9

SC27B

(IF "YES" TO ANY SOCIAL NETWORKING SITE IN Q. 45K, ASK Q. 45L, OTHERWISE SKIP TO Q. 45M) (SHOW CARD 27B)

45L. Which, if any, of these activities did you do using a social networking, photo or video-sharing service in the last 30 days? Please read me the number or numbers from this card.

Update your status	(1)	36-1
Update your profile	(2)	2
Post a picture	(3)	3
Post a video	(4)	4
Post a website link	(5)	5
Visit a friend's profile or page	(6)	6
Comment on a friend's post	(7)	7
Post a blog entry	(8)	8
Rate or review a product or service	(9)	9
Send a message or e-mail	(10)	0
Use IM	(11)	X
Play a game	(12)	Y
Invite people to an event	(13)	37-1
Send a real or virtual gift	(14)	2
Post that you "Like" something	(15)	3
"Follow" or become a "fan of" something or someone	(16)	4
Click on an advertisement	(17)	5
Watch a video	(18)	6
Post your current location	(19)	7
Re-post or share a post created by someone else	(20)	8
Other	(21)	9
None of the above		0

SC27C

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

45M. 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)	38-1
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

SC27C

(SHOW CARD 27C)

45N. 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)	39-1
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

SC27C

(SHOW CARD 27C)

45O. 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)	60-1
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

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

		LAST 30 DAYS
		Q. 46A
EMAIL		
AOL Mail	(1)	41-1
Gmail	(2)	2
Outlook	(3)	3
Yahoo! Mail	(4)	4
ENTERTAINMENT		
ABC (.com or app)	(5)	5
Babble.com (website)	(6)	6
BuzzFeed (.com or app)	(7)	7
CBS (.com or app)	(8)	8
Disney.com (website)	(9)	9
Disney Channel (.com or app)	(10)	0
Disney XD (.com or app)	(11)	X
Fandango (.com or app)	(12)	Y
Fox.com (website) or FOX NOW (app)	(13)	42-1
IMDb (.com or app)	(14)	2
Mode (.com or app)	(15)	3
Moviefone (.com or app)	(16)	4
MSN Entertainment (website)	(17)	5
MTV (.com or app)	(18)	6
NBC (.com or app)	(19)	7
PBS (.org or app)	(20)	8
Popsugar (.com or app)	(21)	9
Ticketmaster (.com or app)	(22)	0
Vevo (.com or app)	(23)	X
Yahoo! Movies (website)	(24)	Y
FINANCE		
CNBC (.com or app)	(25)	43-1
MSN Money (website or app)	(26)	2
TheStreet (.com or app)	(27)	3
Yahoo! Finance (website or app)	(28)	4
INFORMATION/REFERENCE		
About.com (website)	(29)	5
Answers.com (website or app)	(30)	6
Bankrate.com (website)	(31)	7
eHow (.com or app)	(32)	8
WebMD (.com or app)	(33)	9
Whitepages (.com or app)	(34)	0
Wikipedia (.org or app)	(35)	X
Yahoo! Answers (website)	(36)	Y
YP (Yellow Pages) (.com or app)	(37)	44-1
JOBS/CAREERS		
CareerBuilder (.com or app)	(38)	2
Monster (.com or app)	(39)	3
NEWS/COMMENTARY		
ABCNews (.com or app)	(40)	4
BBC.com (website)	(41)	5
CBSNews (.com or app)	(42)	6
CNN (.com or app)	(43)	7
Fox News (.com or app)	(44)	8
HuffingtonPost.com (website) or HuffPost (app)	(45)	9

		LAST 30 DAYS
		Q. 46A
NEWS/COMMENTARY (cont.)		
NBCNews (.com or app)	(46)	45-1
Reuters (.com or app)	(47)	2
Yahoo! News (website)	(48)	3
SHOPPING		
Amazon (.com or app)	(49)	4
Coupons (.com or app)	(50)	46-1
eBay (.com or app)	(51)	2
Groupon (.com or app)	(52)	3
LivingSocial (.com or app)	(53)	4
Overstock (.com or app)	(54)	5
SPANISH LANGUAGE		
Univision (.com or app)	(55)	6
Yahoo! en Español (website)	(56)	7
Other Spanish Language Website/App	(57)	8
SPORTS		
BleacherReport.com (website)	(58)	9
CBSSports (.com or app)	(59)	0
ESPN (.com or app)	(60)	X
FOX Sports (.com or app)	(61)	Y
MLB.com (website) or MLB At Bat (app)	(62)	47-1
NASCAR (.com or app)	(63)	2
NBA (.com or app)	(64)	3
NBCSports.com (website)	(65)	4
NFL.com (website) or NFL/NFL Mobile (app)	(66)	5
SportingNews.com (website)	(67)	6
WWE (.com or app)	(68)	7
Yahoo! Sports (website or app)	(69)	8
TECHNOLOGY		
CNET (.com or app)	(70)	9
TRAVEL/MAP		
Airbnb (.com or app)	(71)	0
Bing Maps (website)	(72)	X
Cheap Tickets (.com or app)	(73)	Y
Expedia (.com or app)	(74)	48-1
Google Maps (website or app)	(75)	2
Hotels.com (website or app)	(76)	3
Hotwire (.com or app)	(77)	4
MapQuest (.com or app)	(78)	5
Orbitz (.com or app)	(79)	6
Priceline (.com or app)	(80)	7
Travelocity (.com or app)	(81)	8
TripAdvisor (.com or app)	(82)	9
Yahoo! Maps (website)	(83)	0
WEATHER		
AccuWeather (.com or app)	(84)	X
The Weather Channel (weather.com) (website or app)	(85)	49-1
WeatherBug (.com or app)	(86)	2
Weather Underground (wunderground.com) (website or app)	(87)	3

IF NONE CIRCLED IN Q. 46A, X HERE

VIDEO GAMES

SC28D

(SHOW CARD 28D)

46B. **Do you or does anyone in your household own any of these Video Game Systems? (IF YES, ASK) Which ones?**

SC28D

(ASK EVERYONE) (SHOW CARD 28D)

46C. **Whether or not your household owns these systems, which, if any, of these Video Game Systems have you personally played or used in the last 30 days?**

		OWN	ASK EVERYONE	PLAYED/USED LAST 30 DAYS	
		Q. 46B		Q. 46C	
Nintendo DS/DS lite	(1)	61-1		63-1	
Nintendo DSi	(2)	2		2	
Nintendo DSi XL	(3)	3		3	
Nintendo 3DS	(4)	4		4	
Nintendo 3DS XL	(5)	5		5	
Nintendo 2DS	(6)	6		6	
Nintendo Wii U	(7)	7		7	
Nintendo Wii	(8)	8		8	
Nintendo Wii Mini	(9)	9		9	
PlayStation 4 (PS4)	(10)	0		0	
PlayStation 3 (PS3)	(11)	X		X	
PlayStation 2 (PS2)	(12)	Y		Y	
Sony PSP/PSPgo	(13)	62-1		64-1	
Sony PS Vita	(14)	2		2	
Xbox One	(15)	3		3	
Xbox 360	(16)	4		4	
Other	(17)	5		5	
None	(18)	6		6	
Don't Know		7	7		SKIP TO Q. 47

SC28E

(ASK Q. 46D IF "PLAYED OR USED" ANY SYSTEM IN LAST 30 DAYS (Q. 46C), OTHERWISE SKIP TO Q. 47) (SHOW CARD 28E)

46D. **Have you personally used any of the following online services in the last 30 days? (IF YES, ASK) Which ones?**

		USED Q. 46D
Nintendo Network	(1)	65-1
PlayStation Network	(2)	2
Xbox Live	(3)	3
Other	(4)	4
None	(5)	5
Don't Know		6

TELEPHONES

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

71- _____
of phones in household

48A. **How many working cell phones in total do you or does any member of your household have?**

CONTINUE WITH Q. 48B	One	73-1
	Two	2
	Three	3
	Four or more	4
SKIP TO Q. 50	None	5

48B. How many working cell phones do you personally have?

	One	74-1
	Two	2
	Three	3
	Four or more	4
SKIP TO Q. 50	None	5

SC29A

(SHOW CARD 29A)

49A. Thinking only of the cell phone you personally use most often, which cell phone service does that phone have? (ONE ANSWER ONLY).

AT&T	(1)	75-1
Boost Mobile	(2)	2
Consumer Cellular	(3)	3
Cricket Wireless	(4)	4
MetroPCS	(5)	5
Sprint	(6)	6
T-Mobile	(7)	7
TracFone	(8)	8
Verizon Wireless	(9)	9
Virgin Mobile	(10)	0
Other (SPECIFY) _____	(11)	X
Don't know		Y

49B. Some phones are called "smartphones" because of certain features they have. Do you personally have a smartphone?

Yes, smartphone	79-1
No, not a smartphone	2
Not sure/refused	3

SC29B

(SHOW CARD 29B)

49C. Which of these best describes the type of cell phone(s) you have?

Android phone (any brand)	(1)	80-1
Apple iPhone	(2)	2
BlackBerry	(3)	3
Windows phone (any brand)	(4)	4
Another type of cell phone	(5)	5
Don't Know		6

SC29C

(SHOW CARD 29C)

49D. Which, if any, of these activities did you do using your cell phone(s) in the last 30 days?

Made or received phone calls	(1)	76-1
Sent or received text messages	(2)	2
Sent or received email	(3)	3
Sent or received Instant Messages	(4)	4
Took a picture	(5)	5
Recorded a video	(6)	6
Played music	(7)	7
Listened to the radio	(8)	8
Played a game	(9)	9
Watched a movie, TV program or other video	(10)	0
Used a mobile "App"	(11)	X
Accessed the Internet	(12)	77-1
None	(13)	2

(ASK EVERYONE)

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

Yes	78-1
No	2
Don't know	3

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	Q. 55		Q. 56		Q. 57	Q. 58	Q. 59
			M	F	Age	Employment		Parent		Marital Status	Principal Shopper	Head of Household
						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. 60A—62 FOR RESPONDENT ONLY

(IF RESPONDENT IS NOT MARRIED SKIP TO Q. 60B)
 (IF RESPONDENT IS MARRIED, CODE 1 IN Q. 57, ASK:)

60A. **Did you get married in the last 12 months?**

75-	
Yes	1
No	2

(IF RESPONDENT IS MARRIED SKIP TO Q. 61)
 (IF RESPONDENT IS NOT MARRIED, I.E. CODES 2-5 IN Q. 57, ASK:)

60B. **Are you engaged or expecting to get married shortly?**

76-	
Yes	1
No	2

61. **Are you the parent of a child under 18, by birth or adoption, not currently living here?**

76-	
Yes	4
No	5

62. **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?

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

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

SKIP TO Q. 85	Within the next 12 months	43-
	Sometime, but not in the next 12 months	1
	Not at all	2
		3

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

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
None of the above		0

SC35

(SHOW CARD 35)

77. 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)

78A. 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/Fax machines	(10)	0
Telephone/communication equipment or services	(11)	59-1
Video conferencing equipment	(12)	2
Truck purchase/rental/lease	(13)	3
Automobile purchase/rental/lease	(14)	4
Personal Computers	(15)	5
Personal computer hardware (hard discs, keyboards, etc.)	(16)	6
Personal computer software	(17)	7
Networking hardware/software	(18)	8
Printers (computer)	(19)	9
Minicomputers, Mainframes and related equipment and services	(20)	0
Consultation services	(21)	60-1
Temporary help	(22)	2
Printing services	(23)	3
Security systems	(24)	4
Air conditioning/heating equipment	(25)	5
Building/construction materials	(26)	6
Materials handling equipment	(27)	7
Packaging/containers	(28)	8
Paints/Industrial finishes	(29)	9
Electrical or mechanical controls/systems	(30)	0
Engineering/construction services	(31)	61-1
Operating supplies (lubricants, adhesives, fuels, etc.)	(32)	2
Components or parts for machinery	(33)	3
Raw materials	(34)	4
Heavy machinery or equipment	(35)	5
Web development software/services	(36)	6
SKIP TO Q. 79	None of the above	(37) 7

SC37

(SHOW CARD 37)

78B. 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

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

63-		
	Yes	1
SKIP TO Q. 85	No	2

80. 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

END

C D 0 7

There are No Questions 81-84

SC38

(SHOW CARD 38)

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

SC39A

(IF OWNED IN Q. 86, ASK:) (SHOW CARD 39A)

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

SC39B

(IF OWNED IN Q. 86 AND SINGLE FAMILY HOUSE BY OBSERVATION, OR MOBILE HOME ON OWNED LOT, ASK:) (SHOW CARD 39B)

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

Less than 1/4 acre	(A)	20-1
1/4 - 1 acre	(B)	2
More than 1 acre to 3 acres	(C)	3
More than 3 acres	(D)	4

SC40

(SHOW CARD 40)

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 41)

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. Please read me the number from this card.**

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. 94-97; OTHERWISE SKIP TO Q. 98)
 (DO NOT ASK Q. 94A OR B IF EITHER "ENGLISH" OR "SPANISH" IN Q. 91 AND "NO OTHER LANGUAGE" IN Q. 92 – SKIP TO Q. 95)

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

SKIP TO Q. 95	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. 95	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

SC42A

(SHOW CARD 42A)

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

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

SC42B

(IF EITHER 2 OR 3 CIRCLED IN Q. 96, ASK:) (SHOW CARD 42B)

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

SC43

(ASK EVERYONE) (SHOW CARD 43)

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

SC44

(SHOW CARD 44)

99. Please read me the number or numbers from this card that indicates your sexual orientation.

Heterosexual/Straight	(1)	33-1
Gay	(2)	2
Lesbian	(3)	3
Bisexual	(4)	4
Transgender	(5)	5
Other	(6)	6
Don't know	(7)	7
Prefer not to say	(8)	8

100A. Do you or does anyone else in the household own a pet?

ASK Q. 100B	Yes	67-1
SKIP TO Q. 101	No	2

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

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

100B.

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

101. Are you currently attending college or university?

Yes	26-1
No	2

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



INTERVIEWER: YOU MUST COMPLETE ALL QUESTIONS ON PAGE 51!

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)

END
C 08
D

NOTES

FRONT AND BACK LABELS MUST MATCH

**PLACE SAMPLE
LABEL HERE**

EMAIL ADDRESS: _____ NONE REF

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	0	1
D	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 _____