

2006 National RBS Study

Questionnaire Version:

Core Questionnaire – All Questions

Basic Questionnaire -- Q1-Q14, Q20-Q21, D1-D5

Expanded Questionnaire – Q1-Q18, Q20-Q21, D1-D5

INTRODUCTION

Hello, my name is ____ with _____, a national research firm. Today we are conducting a brief survey among consumers regarding newspaper readership.

May I please speak to a male member of this household who is 18 years of age or older?
(IF NO MALE AVAILABLE, SPEAK TO FEMALE)

- 01 –MALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 02 – FEMALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 05 – BUSINESS/GOVERNMENT PHONE
- 06 – RESPONDENT NOT AVAILABLE BEFORE ...
- 07 – LANGUAGE BARRIER/SICK
- 08 – DESIGNATED RESPONDENT NOT HOME
- 09 – REFUSED
- 10 – NO ONE 18+ LIVING IN HOUSEHOLD

SCREENER

QA What is the zip code of your residence? _____ (ALLOW ONLY 5 NUMERICAL CHARACTERS)

(IF RESPONDENT REFUSES OR IF ZIPCODE MENTIONED IS NOT PART OF CORE MARKET, TERMINATE WITH POLITE EXIT)

MAIN QUESTIONNAIRE

Q1. I am going to ask you about which days you read or look into the (NAME OF NEWSPAPER). In an average 7-day week, do you read or look into the (NAME OF NEWSPAPER) on ... (READ LIST – PAUSING AFTER EACH DAY FOR A RESPONSE – HIDE DAYS OF WEEK NEWSPAPER IS NOT PUBLISHED)

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday
- F. Saturday
- G. Sunday

01 Read

02 Do not read

99 Don't know/Refused

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "In an **average** week, do you **usually** read or look into the (newspaper) on (day)?"

If refused for any day, skip to polite ending – does not count toward quota.
Discontinue after first REFUSED.

(ASK Q2-Q3 ONLY IF RESPONDENT READS ON SUNDAY OR SUNDAY EQUIVALENT. OTHERWISE SKIP TO Q4)

Q2. Now I am going to ask you about the time you spend reading or looking into any part of the (Sunday/Sunday equivalent) (NAME OF PAPER), including advertising inserts. Would you say you (READ CHOICES – ROTATE)?

01 Spend less than an hour? **(GO TO Q2a)**

Or do you ...

02 Spend an hour or more? **(GO TO Q2b)**

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Please include any time you spend on (Sunday/Sunday equivalent) plus any time spent looking into the (Sunday/Sunday equivalent) paper during the week.

NOTE: This question should be asked by reading the choices 1 and 2, followed by the phrase "Please include any time you spend on Sunday plus any time spent looking into the (Sunday/Sunday equivalent) paper during the week."

If the respondent refuses or gives a "don't know" or "it depends" response, re-ask "Do you usually spend less than an hour or spend an hour or more?"

Q2a. [IF LESS THAN ONE HOUR] On average, do you spend more or less than a half hour?

01 Less than ½ hour

02 Half hour to less than 1 hour

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q2b. [IF AN HOUR OR MORE] On average, do you spend an hour to less than 1 and ½ hours, 1 and ½ hours to less than 2 hours, 2 hours to less than 2 and ½ hours, 2 and ½ hours to less than 3 hours, or 3 hours or more?

03 One hour to less than 1 ½ hours

04 1 ½ hours to less than 2 hours

05 Two hours to less than 2 ½ hours

06 2 ½ hours to less than 3 hours

07 Three hours or more

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q3. How much of the (NAME OF NEWSPAPER) do you read or look into on an average (Sunday/Sunday equivalent)? Would you say you read or look into...(READ LIST)?

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response, re-ask "Would you say you usually read (repeat choices)?"

(Ask Q4-Q6 only if respondent reads at least one weekday or Saturday in Q1. If no weekday or Saturday is read, skip to Q7)

Q4. How much time do you spend on an average weekday, (READ WEEKDAYS PUBLISHED), reading or looking into the (NAME OF NEWSPAPER)? On average would you say you spend less than 30 minutes or more than 30 minutes?

- [IF 30 MINUTES OR LESS] On average, do you spend 15 minutes or less, or more than 15 minutes?
- [IF MORE THAN 30 MINUTES] On average, do you spend 31-45 minutes, 46-60 minutes, or more than 60 minutes?

01 1-15 minutes

02 16-30 minutes

03 31-45 minutes

04 46-60 minutes

05 More than 60 minutes

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On average, would you say you spend ... (repeat choices)?"

Q5. How much of the (NAME OF NEWSPAPER) do you read or look into on an average weekday, (READ WEEKDAYS PUBLISHED)? (READ LIST)

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On an average weekday, how much of the (newspaper) do you read or look into? (repeat choices)?"

Q6. How do you get (NAME OF NEWSPAPER) on an average weekday?

(DO NOT READ LIST UNLESS THERE IS CONFUSION. IF SO, READ RESPONSES AND HAVE RESPONDENT PICK THE ONE THAT BEST REPRESENTS HIM/HER.)

01 IT IS DELIVERED TO MY HOME

02 IT IS DELIVERED TO MY WORKPLACE

03 IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE,
VENDING MACHINE OR SOMEONE SELLING IT ON THE STREET

04 I READ SOMEONE ELSE'S COPY

05 I READ IT ON THE INTERNET

91 OTHER

99 DON'T KNOW/REFUSED

(Ask Q7 only if respondent reads on Sunday or Sunday equivalent. Otherwise skip to skip to Q8)

Q7. How do you get (NAME OF NEWSPAPER) on an average (Sunday/Sunday equivalent)?

(DO NOT READ LIST UNLESS THERE IS CONFUSION. IF SO, READ RESPONSES AND HAVE RESPONDENT PICK THE ONE THAT BEST REPRESENTS HIM/HER.)

01 IT IS DELIVERED TO MY HOME

02 IT IS DELIVERED TO MY WORKPLACE

03 IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE,
VENDING MACHINE OR SOMEONE SELLING IT ON THE STREET

04 I READ SOMEONE ELSE'S COPY

05 I READ IT ON THE INTERNET

91 OTHER

99 DON'T KNOW/REFUSED

TRBS (TOTAL READER BEHAVIOR SCORE) BATTERY

Q8. In a typical 7-day week, do you regularly read any other papers besides (NAME OF NEWSPAPER)?

01 YES

02 NO (GO TO Q14)

99 DON'T KNOW / REFUSED (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

Q9. For the next few questions please think about all the other newspapers you read, besides (NAME OF PAPER). In an average 7-day week, do you read or look into any newspaper besides (NAME OF NEWSPAPER) on ... (READ LIST. PAUSING AFTER EACH DAY. RECORD ANSWER FOR EACH DAY OF WEEK.)

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday
- F. Saturday
- G. Sunday

01 Read

02 Do not read

99 Don't know/Refused

(Ask Q10-Q11 only if respondent reads on Sunday; Q9G=1. If Q9G does not = 1, skip to Q12.)

Q10. Now I am going to ask you about the time you spend reading or looking into any part of **all the Sunday newspapers you typically read besides** (NAME OF PAPER), including advertising inserts. In total, would you say you ...

01 Spend less than an hour? **(GO TO Q10a)**

Or do you ...

02 Spend an hour or more? **(GO TO Q10b)**

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Please include any time you spend on Sunday plus any time spent looking into the Sunday paper during the week.

NOTE: This question should be asked by reading the choices 1 and 2, followed by the phrase "Please include any time you spend on Sunday plus any time spent looking into the Sunday paper during the week."

If the respondent refuses or give a "don't know" or "it depends" response, re-ask "Do you usually spend less than an hour or spend an hour or more?"

Q10a. [IF LESS THAN AN HOUR] On average, do you spend more or less than a half hour?

01 Less than ½ hour

02 Half hour to less than 1 hour

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q10b. [IF AN HOUR OR MORE] On average, do you spend an hour to less than 1 and ½ hours, 1 and ½ hours to less than 2 hours, 2 hours to less than 2 and ½ hours, 2 and ½ hours to less than 3 hours, or 3 hours or more?

03 One hour to less than 1 ½ hours

04 1 ½ hours to less than 2 hours

05 Two hours to less than 2 ½ hours

06 2 ½ hours to less than 3 hours

07 Three hours or more

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q11. How much of **all the Sunday newspapers you typically read besides** (NAME OF PAPER) do you read or look into on an average Sunday? Would you say you read or look into ... (READ LIST)?

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On **average**, how much of these newspapers do you read or look into? (Repeat choices)?"

(Ask Q12-Q13 only if respondent reads at least one weekday or Saturday in Q9. If no weekday is read, skip to Q14)

Q12. How much time do you spend on an average weekday, Monday through Saturday, reading or looking into **all the newspapers you typically read besides** (NAME OF PAPER)? In total would you say you typically spend less than 30 minutes or more than 30 minutes?

- [IF 30 MINUTES OR LESS] On average, do you spend 15 minutes or less, or more than 15 minutes?
- [IF MORE THAN 30 MINUTES] On average, do you spend 31-45 minutes, 46-60 minutes, or more than 60 minutes?

01 1-15 minutes

02 16-30 minutes

03 31-45 minutes

04 46-60 minutes

05 More than 60 minutes

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On **average**, would you say you spend.....(repeat choices)?"

Q13. How much of **all the newspapers you typically read besides** (NAME OF PAPER) do you read or look into on an average weekday, Monday through Saturday? (READ LIST)

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE:	If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On <u>average</u> , how much of these newspapers do you read or look into? (Repeat choices)?"
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(ASK Q14 ONLY TO THOSE WHO READ NEWSPAPER AT LEAST ONE DAY IN Q1. OTHERWISE SKIP TO Q15)

Q14. Going back to (NAME OF NEWSPAPER), I would now like to read a list of statements about how some people describe reading the newspaper. For each statement I read, please indicate how much you agree or disagree that the statement describes your feelings about (NAME OF NEWSPAPER)."

The first statement is (READ STATEMENT – RANDOMIZE ORDER OF SECTIONS AND RANDOMIZE STATEMENTS WITHIN SECTION). Do you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree that this statement describes your feelings about (NAME OF NEWSPAPER)?

- 01 Strongly Disagree
- 02 Disagree
- 03 Neither Agree nor Disagree
- 04 Agree
- 05 Strongly Agree
- 99 DON'T KNOW/REFUSED

NOTE: SECTION TITLES ("something to talk about", "looks out for my interests", etc.) ARE FOR OUR BENEFIT. DO NOT READ TO RESPONDENTS OR INCLUDE IN THE BATTERY OF QUESTIONS.

SECTION A (Something to talk about)

- A. I bring up things I've read in this newspaper in conversations with many other people.
- B. I like to talk about the national news and current events I read about in it.
- C. I like to give advice and tips to people I know based on things I've read in this newspaper.
- D. I show things in the newspaper to people in my family.
- E. Part of my role among friends or family is to keep them informed because I read the newspaper.

SECTION B (Looks out for my civic and personal interests)

- F. Reading this newspaper makes me feel like a better citizen.
- G. I think people who do not read this newspaper or one like it are really at a disadvantage in life.
- H. Reading this newspaper adds to my enjoyment of other things I do.
- I. I feel like the day is incomplete if I miss reading this paper.
- J. Our society would be much weaker without newspapers.
- K. People would be better parents if they read this newspaper.
- L. I count on this newspaper to investigate wrongdoing.
- M. I feel like the money I spend on this newspaper is a good thing for my community.
- N. It gives me ideas about how to help in the community.

SECTION C (Makes me smarter)

- O. I look at the newspaper as educational. I gain something.
- P. Even if I disagree with things in this newspaper, I feel like I have learned something valuable.
- Q. This newspaper has columns that give good advice.
- R. This newspaper is good at telling stories about things that happen and how they turn out.
- S. It is a way to learn about new products.
- T. It shows me how other people live their lives.
- U. I learn about things to do or places to go.

SECTION E (Ad usefulness)

- AA. I look at most of the ads.
- BB. I use the ads to know what is on sale.
- CC. I like the ads just as much or more than the stories.
- DD. I like the ads for unusual things.
- EE. It makes me want to go shopping.
- FF. I value the coupons in this newspaper.

NEWSPAPER WEBSITE QUESTIONS

(ASK Q15-Q19 IF MARKET NEWSPAPER HAS A WEBSITE. IF NO WEBSITE, SKIP TO Q20)

Q15. Now I would like to ask you a few questions about the (NEWSPAPER NAME)'s website (NAME OF WEBSITE). When was the last time you accessed (NAME OF WEBSITE)?

[DO NOT READ CHOICES UNLESS RESPONDENT NEEDS IT]

- 01 TODAY
- 02 YESTERDAY
- 03 WITHIN THE LAST 7 DAYS
- 04 WITHIN THE LAST 14 DAYS
- 05 WITHIN THE LAST 30 DAYS
- 06 LONGER THAN 30 DAYS (GO TO Q20)
- 07 NEVER ACCESSED WEBSITE (GO TO Q20)
- 99 DON'T KNOW/REFUSED (GO TO Q20)

Q16. Which of these statements best describes how you use (NEWSPAPER WEBSITE)?
(READ CHOICES)

- 01 I use (newspaper website) instead of reading the newspaper
- 02 I use (newspaper website) or read the newspaper, depending on what's available
- 03 I use (newspaper website) for some types of information and use the newspaper for other types of information
- 99 DON'T KNOW / REFUSED

Q17. Since you started reading (NEWSPAPER WEBSITE), do you read the printed newspaper (READ LIST)?

01 More often

02 Less often, or

03 About the same as before you started reading (NEWSPAPER WEBSITE)

99 DON'T KNOW / REFUSED

INTERACTIVITY QUESTIONS

(ASK Q18-Q19 IF NEWSPAPER WEBSITE HAS BEEN USED IN THE LAST 30 DAYS – Q15= 01, 02, 03, 04, 05 -- OTHERWISE SKIP TO 20.)

Q18. I am going to read a list of activities that people can do on (NEWSPAPER WEBSITE). For each activity I read, please tell me if you have ever done it or not.

The first statement is (READ STATEMENT – RANDOMIZE ORDER OF SECTIONS AND RANDOMIZE STATEMENTS WITHIN SECTION). Did you ever do this on (NEWSPAPER WEBSITE)?

01 Yes

02 No

99 DON'T KNOW/REFUSED

NOTE: SECTION TITLES (“stories”, “blogs”, etc.) ARE FOR OUR BENEFIT. DO NOT READ TO RESPONDENTS OR INCLUDE IN THE BATTERY OF QUESTIONS.

Did you ever...

Section A - General

1. Request a print subscription or change the status of a print subscription (for example, number of days subscribed)
2. Request a vacation stop for a print subscription
3. Request breaking news alerts sent to your cell phone
4. Subscribe to an RSS feed or other news summary sent to your computer
5. Search (NEWSPAPER WEBSITE) for information
6. Send a report, a story, a photo, or a video to the (NEWSPAPER WEBSITE)
7. Post an announcement of a birth, marriage or death
8. Send an email to the (NEWSPAPER WEBSITE)

Section B - Stories

9. Read headlines or a story summary only
10. Read a story
11. Look at photos or graphics or a slide show
12. Click on a link to video or audio
13. Click on a link inside a story
14. Click on links to “related stories”
15. Click on links to “most emailed” or “most read” stories
16. Vote in a poll related to a story
17. Read other people’s comments to the story

18. Post your own comment to the story
19. Contribute to a reporter's story
20. Rate a story
21. Email a story to others
22. Email a reporter
23. Print a story
24. Save a story to a personal file (maintained on the Web site or on your own computer)
25. Download a podcast related to a story and listen to it on a portable music player

Section C - Ads

26. Look at an ad (text or graphic)
27. Search the site for an ad
28. Click on a link in an ad
29. Email the ad to others
30. Make a purchase online after clicking on an ad
31. Place a classified ad
32. Search classified ads

Section D - Blogs

33. Read a blog on the site (**ALWAYS READ FIRST. IF NO, SKIP TO NEXT SECTION OR Q19**)
34. Click on a link in a blog
35. Read other people's comments on the blog
36. Post a comment to a blog
37. Email a blog post or URL to others
38. Email the blogger

Q19. When you are using (NEWSPAPER WEBSITE), how important is it to you to (READ STATEMENT – RANDOMIZE ORDER)? Would you say extremely important, very important, moderately important, not very important, or not at all important?

- 01 Extremely important
- 02 Very important
- 03 Moderately important
- 04 Not very important
- 05 Not at all important
- 99 DON'T KNOW/REFUSED

- A. Customize what news and information you get
- B. Choose how to get news and information from this site (for example, email briefing, RSS)
- C. Vote or comment on an issue
- D. Be able to see how other people voted on an issue or read their comments
- E. Search for past stories
- F. Search for information about topics, people, products or services
- G. Have a say in which stories are presented
- H. Manipulate the information on the site (like put in a zipcode to get specific weather)
- I. Respond to something you saw on the site by emailing staff
- J. Respond to something you saw on the site by posting a comment on a story
- K. Add information to the site (like text, photo)
- L. Interact with other people through the site (like on a discussion board)
- M. Be able to link to similar news or information

- N. Be able to link to additional information and resources
- O. Go to an area on the site that is for users only (for communicating or posting materials)

GENERAL MEDIA USE

Q20. In a typical weekday, that is a Monday through Friday, how much time do you estimate you spend (READ ITEM – RANDOMIZE ORDER)?

	Hours	Minutes	DK/Refused
A. Watching television news			99
B. Reading printed newspapers			99
C. Reading printed news magazines			99
D. Reading online news websites			99

Q21. In a typical Sunday, how much time do you estimate you spend (READ ITEM – RANDOMIZE ORDER)?

	Hours	Minutes	DK/Refused
A. Watching television news			99
B. Reading printed newspapers			99
C. Reading printed news magazines			99
D. Reading online news websites			99

PROGRAMMER NOTE: DATA IN Q20-21 MUST BE CONVERTED INTO MINUTES FOR FINAL DATA FILE.

CIVIC INVOLVEMENT

I'd like to change the topic and ask you just a few questions about civic activities.

Q22. How important is it for you, personally, to participate in the following types of civic activities? (READ ITEM – RANDOMIZE ORDER)

- A. Elections
- B. Keeping up with local/community events
- C. Keeping up with state and national issues
- D. Doing volunteer work or community service
- E. Donating money to worthy causes

- 01 Extremely important
- 02 Very important
- 03 Moderately important
- 04 Not very important
- 05 Not at all important
- 99 DON'T KNOW/REFUSED

Q23. In the last 12 months, have you... (READ ITEM – RANDOMIZE ORDER)

- A. Contacted an elected political official?
- B. Attended a political meeting or rally?
- C. Participated in a protest, march or demonstration?
- D. Signed a petition, either on paper or on the Internet?
- E. Volunteered in an organization affiliated with a religion?
- F. Participated in an organized project to solve a community problem?
- G. Given money to any organizations or causes altogether totaling to more than \$500?

- 01 Yes
- 02 No
- 03 Not sure
- 99 DON'T KNOW/REFUSED

Q24. (READ STATEMENTS A-C IN ORDER)

- A. Did you vote in the November 2004 presidential election – the election between George W. Bush and John Kerry?
- B. Do you plan to vote in the upcoming 2006 congressional elections?
- C. Do you plan to vote in the 2008 presidential election?

- 01 Yes
- 02 No
- 03 Not sure
- 04 Not registered to vote
- 99 DON'T KNOW/REFUSED

TRUST QUESTIONS

Q25. How much of the time do you think you can trust (NEWSPAPER NAME) to do a good job? (READ CHOICES)

- 01 Just about always,
 - 02 Most of the time, OR
 - 03 only some of the time
- 99 DON'T KNOW/REFUSED

Q26. How much of the time do you think you can trust the government in Washington to do a good job? (READ CHOICES)

- 01 Just about always,
 - 02 Most of the time, OR
 - 03 only some of the time
- 99 DON'T KNOW/REFUSED

Q27. Please tell me how much you agree with this statement: Most elected officials are trustworthy.

Would you say you completely agree, mostly agree, mostly disagree, or completely disagree?

- 01 COMPLETELY AGREE
- 02 MOSTLY AGREE
- 03 MOSTLY DISAGREE
- 04 COMPLETELY DISAGREE
- 99 DON'T KNOW/REFUSED

Demographics

Thank you for your time, we are almost finished. The following questions are for classification purposes only.

D1. Which of the following best describes your age range?

- 01 18 to 24
- 02 25 to 34
- 03 35 to 44
- 04 45 to 54
- 05 55 to 64
- 06 65 or older
- 99 REFUSED

D2. Is your total household income from all sources and before taxes above or below \$50,000?

- [IF BELOW \$50K ASK:] Is it above or below \$25,000?
- [IF ABOVE \$50K ASK:] Is it above or below \$75,000?

- 01 Below \$25,000
- 02 \$25,000 to \$49,999
- 03 \$50,000 to \$74,999
- 04 \$75,000 or more
- 99 REFUSED

D3. Please stop me when I read the last grade or level of school that you completed. (READ CHOICES)

(IF RESPONDENT SAYS "HIGH SCHOOL" OR "COLLEGE", CLEAR WITH "Did you graduate or not?")

- 01 Less than high school graduate
- 02 Graduated high school (including GED)
- 03 Some college but did not complete a 4-year degree (2yr.AA, Assoc. degree or 3 yr RN)
- 04 Completed 4-year degree.
- 05 Working on or completed post graduate work or post graduate degree
- 99 DON'T KNOW / REFUSED

D4. How would you describe your views on most political matters? Would you say (READ CHOICES)?

01 Very Liberal

02 Somewhat Liberal

03 Moderate

04 Somewhat Conservative

05 Very Conservative

98 NOT INTERESTED IN POLITICS / NO OPINION / NONE OF THE ABOVE

99 DON'T KNOW / REFUSED

D5. Which of the following best describes your ethnic background? (READ CHOICES)

1. White / Caucasian

2. African American

3. Hispanic

4. Asian

5. Or a member of another group

6. MIXED, MULTI-RACIAL

7. REFUSED

Closing

Thank you very much for your time. Those are all the questions I have. In case my supervisor calls to verify my work, my name is _____.

May I have your first name for our records? _____

Did I reach you at (VERIFY PHONE NUMBER)?

Thank you!

POLITE EXIT: *Thank you for your time. Goodbye.*