

2008 National RBS Study

Job #958w
Draft #1 – 03-04-08

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 the (NAME OF NEWSPAPER). I am talking about the newspaper (NAME OF NEWSPAPER) in print only, not online.

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)? Again, I am talking about newspapers in print only, not online.

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 in print, 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 average, how much of these newspapers do you read or look into? (Repeat choices)?"

(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 (*Talking About and Sharing*)

- A. I bring up things I've read in this newspaper in conversations with many other people.
- B. Reading this newspaper gives me something to talk about.
- C. I use things I have read at in this newspaper in discussions or arguments with people I know.

SECTION B (*Civic / Look out for my interests*)

- D. Reading this newspaper makes me feel like a better citizen.
- E. Reading makes me more a part of my community.
- F. I count on this newspaper to investigate wrongdoing.

SECTION C (*Ad attention / usefulness*)

- G. I look at most of the ads.
- H. I use the ads to know what is on sale.
- I. I like the ads just as much or more than the stories.
- J. I value the coupons in this newspaper.

SECTION D (*Positive Emotional / Touches and inspires me*)

- K. The newspaper definitely affects me emotionally.
- L. Some articles and stories touch me deep down
- M. It helps me to see that there are good people in the world.

SECTION E (*Trust and Credibility*)

- N. They do a good job of covering things. They don't miss anything.
- O. I trust it to tell the truth.
- P. It does not sensationalize things.

Q14a. Would you recommend (NAME OF NEWSPAPER) to a friend?

- 01 Yes
- 02 No
- 00 DON'T KNOW / REFUSED

NEWSPAPER WEBSITE QUESTIONS

(ASK Q15-Q19a 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)

(ASK Q17-Q19a IF ACCESSED WEBSITE WITHIN PAST 30 DAYS; Q15 = 01-05)

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 / NEVER READ THE PRINTED NEWSPAPER

Four SUM questions

Q18a. In a **typical weekday**, how many different times do you go online to visit (NAME OF WEBSITE)? (DO NOT READ LIST – CLEAR TO CLASSIFY)

- 00 NONE
- 01 ONE TIME
- 02 TWO TIMES
- 03 THREE TIMES
- 04 FOUR TIMES
- 05 FIVE TO SIX TIMES
- 06 SEVEN OR MORE TIMES
- 99 DON'T KNOW/NO ANSWER

Q18a. In a **typical Saturday or Sunday**, how many different times do you go online to visit (NAME OF WEBSITE)? (DO NOT READ LIST – CLEAR TO CLASSIFY)

- 00 NONE
- 01 ONE TIME
- 02 TWO TIMES
- 03 THREE TIMES
- 04 FOUR TIMES
- 05 FIVE TO SIX TIMES
- 06 SEVEN OR MORE TIMES
- 99 DON'T KNOW/NO ANSWER

(ASK Q18c IF Q18a = 01-06)

Q18c. In a **typical weekday**, how much total time do you spend visiting (NAME OF WEBSITE)? (DO NOT READ LIST – CLEAR TO CLASSIFY)

- 00 NONE
- 01 1 TO 5 MINUTES
- 02 6 TO 15 MINUTES
- 03 16 TO 30 MINUTES
- 04 31 TO 45 MINUTES
- 05 46 MINUTES TO 1 HOUR
- 06 1 HOUR TO 1½ HOURS
- 07 1½ HOURS TO 2 HOURS
- 08 MORE THAN TWO HOURS
- 99 DON'T KNOW/NO ANSWER

(ASK Q18d IF Q18b = 01-06)

Q18d. In a **typical Saturday or Sunday**, how much total time do you spend visiting (NAME OF WEBSITE)? (DO NOT READ LIST – CLEAR TO CLASSIFY)

- 00 NONE
- 01 1 TO 5 MINUTES
- 02 6 TO 15 MINUTES
- 03 16 TO 30 MINUTES
- 04 31 TO 45 MINUTES
- 05 46 MINUTES TO 1 HOUR
- 06 1 HOUR TO 1½ HOURS
- 07 1½ HOURS TO 2 HOURS
- 08 MORE THAN TWO HOURS
- 99 DON'T KNOW/NO ANSWER

Q19. I would now like to read a list of statements about how some people describe using the Web site (NAME OF WEBSITE). For each statement I read, please indicate how much you agree or disagree that the statement describes your feelings about (NAME OF WEBSITE)."

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 WEBSITE)?

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

SECTION A (Talking About and Sharing)

- A. I bring up things I've read on this site in conversations with many other people.
- B. Using this site gives me something to talk about.
- C. I use things I have seen on this site in discussions or arguments with people I know.

SECTION B (Civic / Look out for my interests)

- D. Using this site makes me feel like a better citizen.
- E. Using this site makes me more a part of my community.
- F. I count on this website to investigate wrongdoing.

SECTION C (Ad attention / usefulness)

- G. I look at most of the ads.
- H. I use the ads to know what is on sale.
- I. I like the ads just as much or more than the other content.
- J. I value the coupons on this site.

SECTION D (Positive Emotional / Touches and inspires me)

- K. The site definitely affects me emotionally.
- L. Some stories touch me deep down.
- M. It helps me to see that there are good people in the world.

SECTION E (*Trust and Credibility*)

- N. They do a good job of covering things. They don't miss anything.
- O. I trust it to tell the truth.
- P. It does not sensationalize things.
- Q. I would trust this site with any information I give it.
- R. I feel safe in using this site.

SECTION F (*Connect with others*)

- S. A big reason I like this site is what I get from other users.
- T. I'm as interested in input from other users as I am in the regular content on this site.
- U. Overall, the visitors to this site are pretty knowledgeable about the topics it covers.
- V. This site does a good job of getting its visitors to contribute or provide feedback.

Q19a. Would you recommend (NAME OF WEBSITE) to a friend?

- 01 Yes
- 02 No
- 00 DON'T KNOW / REFUSED

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 Bush-Kerry presidential elections?
- B. Did you vote in the 2006 congressional elections?
- C. Do you plan to vote in the 2008 presidential elections in November?

- 01 YES
- 02 NO
- 03 NOT SURE
- 04 NOT REGISTERED TO VOTE
- 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.*