

North American Survey PANEL-July 2011

Questionnaire

SPORTS

Check how interested you are in these sports.

	Very	Somewhat	A little bit	Not at all
National Football League (NFL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major League Baseball (MLB)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Hockey League (NHL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Basketball Associate (NBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's National Basketball Associate (WNBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PGA TOUR (men's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LPGA Tour (women's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's Tennis (ATP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Tennis (WTA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major League Soccer (MLS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WWE (pro wrestling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IndyCar Series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NASCAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme/action sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer Olympics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winter Olympics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MMA (mixed martial arts) / Ultimate fighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check number of games/events you attended for each of these sports in the past 12 months.

	0	1-2	3-9	10+
National Football League (NFL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major League Baseball (MLB)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Hockey League (NHL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Basketball Associate (NBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's National Basketball Associate (WNBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PGA TOUR (men's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LPGA Tour (women's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's Tennis (ATP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Tennis (WTA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

College football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horse racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major League Soccer (MLS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WWE (pro wrestling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IndyCar Series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NASCAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme/action sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MMA (mixed martial arts) / Ultimate fighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check the maximum amount you would be willing to pay for a single admission ticket to a typical game(non-championship, non-playoff level) for each of the sports listed below.

	None	Under \$15	\$15 to \$24	\$25 to \$49	\$50+
Major League Baseball (MLB)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Basketball Association(NBA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Football League(NFL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National Hockey League(NHL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check sports programs you watched on broadcast TV (ABC,CBS,CW,FOX,NBC, or other local broadcast networks), cable TV (ESPN,FSN,TNT, or other cable networks), or listened to on radio in the past 12 months.

	Watched on Broadcast TV	Watched on Cable TV	Listened on radio
Pro baseball			
Other regular season Major League Baseball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Major League Baseball playoffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
World Series	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro basketball			
Other regular season NBA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NBA playoffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NBA Finals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WNBA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro football			
Monday Night Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday Night Football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other regular season NFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NFL playoffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Bowl	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AFL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro hockey			
Other regular season NHL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stanley Cup playoffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro soccer			
Other Major League Soccer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College basketball			

Other regular season basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NCAA Men's Tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NCAA Women's Tournament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College football			
Other regular season football	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bowl games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motorsports			
NASCAR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other auto races	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sports			
Pro lacrosse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WWE (pro wrestling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mixed Martial Arts (MMA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extreme/action sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PGA TOUR (men's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LPGA TOUR (women's golf)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's tennis (ATP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's tennis (WTA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horse racing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olympics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sporting event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

MOVIES

Check number of times you went to the movies in...

	None	1 time	2 times	3 or more times
Past 30 days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Past 3 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check when you usually went to see a new movie in the past 12 months

- Opening Weekend
- After opening weekend, but within the first two weeks of opening
- After the second week
- Did not attend new movie

Check number of Pay-Per-View programs/movies you or other household members watched in the past 12 months.

- None
- 1 program/movie
- 2 - 4 programs/movies
- 5 or more programs/movies

INSURANCE

Check type of health insurance you have.

- Medicare (Social Security health insurance program for disabled persons or persons 65 years or older)
- Medicaid/public assistance/welfare
- Military health insurance (CHAMPUS/TRICARE)
- HMO (Health Maintenance Organization)
- POS (Point of Service)
- PPO (Preferred Provider Organization)
- Other type of health insurance
- None

Check providers of your group and/or individual health insurance.

	Group	Individual
Aetna	<input type="radio"/>	<input type="radio"/>
Blue Cross & Blue Shield	<input type="radio"/>	<input type="radio"/>
CIGNA	<input type="radio"/>	<input type="radio"/>
Health Net	<input type="radio"/>	<input type="radio"/>
State Farm	<input type="radio"/>	<input type="radio"/>
United Healthcare	<input type="radio"/>	<input type="radio"/>
Other provider	<input type="radio"/>	<input type="radio"/>
No group insurance	<input type="radio"/>	<input type="radio"/>
No individual insurance	<input type="radio"/>	<input type="radio"/>

Are you covered by life insurance?

- Yes
- No

HEALTH

Check stores where you bought prescription drugs or non-prescription drugs/health or beauty items in the past 30 days. (Include in-store, Internet, and phone purchases.)

	Prescription drugs	Other drugs/health or beauty items
CVS	<input type="radio"/>	<input type="radio"/>
RiteAid	<input type="radio"/>	<input type="radio"/>
Target	<input type="radio"/>	<input type="radio"/>
Wal-Mart	<input type="radio"/>	<input type="radio"/>
Walgreens	<input type="radio"/>	<input type="radio"/>

By mail order	<input type="radio"/>	<input type="radio"/>
Other Internet site (such as drugstore.com, etc.)	<input type="radio"/>	<input type="radio"/>
Other grocery store	<input type="radio"/>	<input type="radio"/>
Other drug store	<input type="radio"/>	<input type="radio"/>
Other store	<input type="radio"/>	<input type="radio"/>
Did not buy	<input type="radio"/>	<input type="radio"/>

Check reasons you bought medications (over-the-counter or prescription drugs) in the past 12 months.

- Allergies
- Arthritis
- Asthma
- Children's medicine
- Cholesterol
- Cold or flu
- Diabetes
- Digestive disorder (acid reflux, ulcer, etc.)
- High blood pressure
- Impotence/erectile dysfunction (ED)
- Migraines
- Quit smoking
- Sleep disorder
- Weight loss
- Other reason
- Did not buy medications

SHOPPING

Check stores where you...

	Shopped past 3 months	Shopped past 30 days	Bought past 30 days
A.J. Wright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best Buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Lots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BJ's Wholesale Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burlington Coat Factory	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Circuit City	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dillard's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollar General	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DollarTree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Dollar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HomeGoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
JCPenney	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kohl's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Macy's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Marshalls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nordstrom Rack	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sam's Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sears	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TJ Maxx	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wal-Mart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other major store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did not shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did not buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check items you bought in the past 12 months. Then check total amount you spent on these items.

	Bought	Under \$100	\$100-\$499	\$500 or more
Cosmetics, perfumes, or skin care items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costume jewelry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fine jewelry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other athletic clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Infants' clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's business clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's casual clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's business clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's casual clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None of these	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about your in-store shopping, do you usually shop closer to home or to work?

- Home
- Work
- Both equally
- Not employed

Check stores where you or other household members shopped for grocery items in the past 7 days. Then check one store where most grocery items were bought in the past 7 days.

	Shopped	Bought most groceries (Check only one store)
Costco	<input type="radio"/>	<input type="radio"/>
Fresh & Easy Neighborhood Market	<input type="radio"/>	<input type="radio"/>
Publix	<input type="radio"/>	<input type="radio"/>
Safeway	<input type="radio"/>	<input type="radio"/>

Sam's Club	<input type="radio"/>	<input type="radio"/>
SuperTarget	<input type="radio"/>	<input type="radio"/>
Wal-Mart Neighborhood Market	<input type="radio"/>	<input type="radio"/>
Wal-Mart Supercenter	<input type="radio"/>	<input type="radio"/>
Whole Foods Market	<input type="radio"/>	<input type="radio"/>
Other grocery store	<input type="radio"/>	<input type="radio"/>
Did not shop	<input type="radio"/>	<input type="radio"/>
Did not buy	<input type="radio"/>	<input type="radio"/>

Check amount spent by your household for grocery items at all stores in the past 7 days.

- Did not buy groceries
- Less than \$30
- \$30 - \$49
- \$50 - \$74
- \$75 - \$99
- \$100 - \$124
- \$125 - \$149
- \$150 - \$199
- \$200 or more

Check products used at home by you or other household members in the past 30 days.

- Baby food
- Candy
- Energy bars/nutrition bars
- Frozen dinners/meals
- Ice cream, frozen juice bars, frozen yogurt
- Nuts
- Packaged meat (ham, sausage, bacon, hot dogs, lunch meat)
- Pretzels, chips, popcorn
- Ready-to-eat cereal
- Salsa
- Soup (canned or dry mix)
- Tortillas
- Yogurt (not frozen)
- Decaffeinated coffee
- Regular coffee
- Teas (bags or loose)
- Any organic food
- Any store brand or private label food
- None of these

FOOD/DRINK

Check quick service or sit-down restaurants you used in the past 30 days for breakfast, lunch, or dinner. (Include eating at the restaurant, drive-thru, take-out, and home delivery.)

	Breakfast	Lunch	Dinner
Quick service restaurants			
Arby's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Boston Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burger King	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chick-fil-A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chipotle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Church's Chicken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dairy Queen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domino's Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dunkin' Donuts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
KFC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Little Caesar's Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long John Silver's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
McDonald's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Panera Bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Papa John's Pizza	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza Hut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Popeyes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qdoba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quizno's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taco Bell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wendy's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White Castle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wingstop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other quick service restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No quick service restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sit-down restaurants			
Applebee's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beef'O'Brady's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buca di Beppo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carrabba's Italian Grill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chili's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chuck E Cheese's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cracker Barrel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Denny's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golden Corral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hooters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logan's Roadhouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olive Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Outback Steakhouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Lobster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
T.G.I.Friday's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sit-down restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No sit-down restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Types of restaurants (Check all types of quick service or sit-down restaurants you used, including restaurants listed in the previous two sections.)

Any Chinese restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any other Asian restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any Italian restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any Mexican restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any seafood restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any steakhouse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any upscale restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any coffee house/coffee bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check number of times you used quick service or sit-down restaurants in the past 30 days. (Include eating at the restaurant, drive-thru, take-out, and home delivery.)

	Quick service	Sit-down
None	<input type="radio"/>	<input type="radio"/>
1 time	<input type="radio"/>	<input type="radio"/>
2 times	<input type="radio"/>	<input type="radio"/>
3 times	<input type="radio"/>	<input type="radio"/>
4 times	<input type="radio"/>	<input type="radio"/>
5 times	<input type="radio"/>	<input type="radio"/>
6-9 times	<input type="radio"/>	<input type="radio"/>
10 or more times	<input type="radio"/>	<input type="radio"/>

Check types of alcoholic beverage you drink. Then check the one type you drink most often.

	Most often (Check only one)	Also Drink (Please select all that apply)
Beer	<input type="radio"/>	<input type="radio"/>
Hard cider	<input type="radio"/>	<input type="radio"/>
Liquor (spirits)	<input type="radio"/>	<input type="radio"/>
Wine	<input type="radio"/>	<input type="radio"/>
Wine coolers (Bartles & Jaymes, Seagram's, etc.)	<input type="radio"/>	<input type="radio"/>
None of these	<input type="radio"/>	<input type="radio"/>

Check where you bought beer or wine in the past 30 days.

	Beer	Wine
Club store (Costco, Sam's Club etc.)	<input type="radio"/>	<input type="radio"/>

Convenience store	<input type="radio"/>	<input type="radio"/>
Drug store	<input type="radio"/>	<input type="radio"/>
Grocery store	<input type="radio"/>	<input type="radio"/>
Liquor store	<input type="radio"/>	<input type="radio"/>
Nightclub or bar	<input type="radio"/>	<input type="radio"/>
Sit-down restaurant	<input type="radio"/>	<input type="radio"/>
Stadium or arena	<input type="radio"/>	<input type="radio"/>
Other place	<input type="radio"/>	<input type="radio"/>
Did not buy	<input type="radio"/>	<input type="radio"/>

Check liquors you drank in the past 30 days.

- Bourbon whiskey
- Blended or rye whiskey
- Scotch whiskey
- Canadian whiskey
- Rum
- Gin
- Vodka
- Tequila
- Brandy
- Cognac
- Cordial - liqueur
- Pre-mixed cocktails (with liquor)
- Other liquor
- None

ANIMALS

Check pets owned by your household.

- Cat
- Dog
- Other pet
- None

INTERNET

During a typical workday, how much time, if any, do you spend online for personal use at work?

- None
- Less than 15 minutes
- 15 - 29 minutes

- 30 - 44 minutes
- 45 - 60 minutes
- 1 hour to under 2 hours
- 2 hours to under 3 hours
- 3 hours or more

Which one of the following statements best describes how you usually use the internet for personal use at work?

- I have a specific website in mind and go to it
- I have a specific product or service in mind and use a search engine (e.g. Google) to find relevant websites
- I "surf" around the net without a specific destination in mind
- None of the above

Which of the following types of websites have you researched at work for products or services in the past 6 months?
Select all that apply.

- Automobile related websites
- Travel related websites for personal trips
- Travel related websites for business trips
- Financial Product websites (e.g. Mutual Funds)
- Financial Services websites (e.g. Online Banking; Online Brokerage companies)
- Consumer Electronics (e.g. TVs, MP3 Players, Cell Phones, etc)
- Jewelry
- None of these

NEWS

Which of the following do you read?

	Read printed version	Read online version
Wall Street Journal	<input type="radio"/>	<input type="radio"/>
New York Times	<input type="radio"/>	<input type="radio"/>
USA Today	<input type="radio"/>	<input type="radio"/>
Business Week	<input type="radio"/>	<input type="radio"/>
The Economist	<input type="radio"/>	<input type="radio"/>
Cosmopolitan	<input type="radio"/>	<input type="radio"/>
People	<input type="radio"/>	<input type="radio"/>
GQ	<input type="radio"/>	<input type="radio"/>
Golf Digest	<input type="radio"/>	<input type="radio"/>
INC.	<input type="radio"/>	<input type="radio"/>
Shape	<input type="radio"/>	<input type="radio"/>
Glamour	<input type="radio"/>	<input type="radio"/>
Vanity Fair	<input type="radio"/>	<input type="radio"/>
Wired	<input type="radio"/>	<input type="radio"/>
Forbes	<input type="radio"/>	<input type="radio"/>
Fortune	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>

ELEVATOR ADVERTISING

Please read the following statements and check the box that most closely reflects your opinion.

	Agree Strongly	Agree Somewhat	Neutral	Disagree Somewhat	Disagree Strongly
Advertising in elevator screens provides me with useful information about bargains.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising in elevator screens provides me with meaningful information about the product use of other consumers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising in elevator screens provides me with useful information about new products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, advertising in elevator screens is amusing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, advertising in elevator screens appears at inconvenient moments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, advertising in elevator screens has no credibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, advertising in elevator screens is repeated too often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, all ads in elevator screens are alike.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>