

FCC PHONE SURVEY 2007

INTRO Hello, this is (GIVE FIRST AND LAST NAME) calling for Nielsen TV Ratings. Today we are calling to conduct a special survey among a select group of households in your area.

BASE: ALL RESPONDENTS

A. (ARE YOU/MAY I SPEAK WITH) a household member 16 years old or older?

SAME RESPONDENT	1	(GO TO QB)
NEW RESPONDENT COMES TO PHONE	2	(REINTRO GO TO QA)
RESPONDENT UNAVAILABLE	3	(SET UP CALLBACK)
REFUSE	9	(GO TO PERSUADER 1)

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BASE: ALL RESPONDENTS

B. To help us randomly select a household member to interview, would you please tell me how many persons 18 years old or older, including yourself, are in your household?

(RI: ENTER NUMBER 00-99  
ENTER 00 FOR NONE; ENTER RF FOR REFUSE---> GO TO PERSUADER 2)

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C. So, to confirm, that is (INSERT RESPONSE QB) person(s) 18 years old or older in your household?

YES	1	(GO TO QD IF RESPONSE QB >4, ELSE GO TO QF)
NO/DK	2	(MAKE CORRECTIONS)
REFUSE	9	(GO TO PERSUADER 2)

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D. (IF HOUSEHOLD SIZE EXCEEDS "4" MEMBERS, ASK:) How many members of your household are males 18 years old or older?

(RI: ENTER NUMBER. ENTER 0 FOR NONE. ENTER RF FOR REFUSE.)

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E. Then (CALCULATED DIFFERENCE BETWEEN HOUSEHOLD SIZE AND NUMBER OF MALES) of the (NUMBER IN HOUSEHOLD) household members (are/is) female. Is this information correct?

YES	1	(GO TO QF)
NO/DK	2	(MAKE CORRECTIONS)
REFUSE	9	(GO TO PERSUADER 2)

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F. May I speak to the (DESCRIPTION OF RANDOMLY SELECTED RESPONDENT SUCH AS "OLDEST/2ND YOUNGEST") (INSERT "MALE", "FEMALE" or "PERSON") who is 18 years old or older in your household?

YES, SAME RESPONDENT	1	(GO TO QG)
NEW RESPONDENT COMES TO PHONE	2	(REINTRO., GO TO QF)
NOT AVAILABLE	3	(ARRANGE CALLBACK)
RESP. UNAVAILABLE DURING CALLING DATES	5	(GO TO CLOSE)
REFUSE	9	(GO TO PERSUADER 1)

PERSUADER 1: We're doing a special telephone study today which will only take a few minutes of your time. We really appreciate your help.

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PERSUADER 2: We're asking this question only to be certain that we contact persons of all age groups for this study.

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BASE: ALL RESPONDENTS

G. (ONCE DESIGNATED RESPONDENT IS ON-LINE, READ:)

Thank you for agreeing to participate in this survey. Today we will be asking you questions on your sources of information for national news, local news, and current affairs. We are also interested in the amount of time you spend using these different sources. Please remember, for some sources, you may only use that source in short sittings, but perhaps several times a day. In answering these questions, please provide information on the total amount of time per week that you use these resources.

Also, before we begin I want to make a clear distinction between broadcast TV channels and cable or satellite TV channels. **Broadcast TV** channels are the channels that you can receive for free over the air if you have good reception. They are often the traditional channels like ABC, NBC, CBS, or PBS. These are often re-transmitted by the cable company, but are nonetheless broadcast channels. There are also **cable and satellite TV** channels such as CNN, HBO, Disney Channel, Discovery Channel, or Cartoon Network that you can only receive if you subscribe to either cable or satellite service.

BASE: ALL RESPONDENTS

Q1. In an average week, how much time do you spend, in total, watching or listening to **broadcast television** channels?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q1 NE 00 (WATCH BROADCAST)

Q2. Which of the following types of information do you get from **broadcast television** channels? Examples of these channels would be ABC or CBS.

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T WATCH BROADCAST	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

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BASE: Q2 NE 00 (WATCH BROADCAST FOR INFO)

Q3. In an average week, how much time do you spend, in total, watching or listening to **broadcast television** channels to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

-----  
BASE: ALL RESPONDENTS

Q4. Does your household subscribe to...(INSERT FROM LIST)?

YES	1
NO	2
DON'T KNOW	8
REFUSE	9

LIST ROTATE

A.	a cable television service
B.	a satellite TV service

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BASE: Q4A=1 OR Q4B=1 (SUBSCRIBERS TO CABLE OR SATELLITE TV)

Q5. In an average week, how much time do you spend, in total, watching or listening to **cable or satellite TV** channels.

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q5 NE 00 (WATCH CABLE OR SATELLITE)

Q6. Which of the following types of information do you get from **cable or satellite TV** channels? Examples of these channels would be ESPN or CNN.

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T WATCH CABLE/SATELLITE	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

-----  
BASE: Q6 NE 00 (WATCH CABLE/SATELLITE FOR INFO)

Q7. In an average week, how much time do you spend, in total, watching or listening to **cable or satellite TV** channels to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF  
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BASE: ALL RESPONDENTS

Q8. Do you currently have internet access at home, at work, and/or another location?  
(MULTIPLE RESPONSE)

NO ACCESS TO THE INTERNET	0
HOME	1
WORK	2
OTHER (SPECIFY)	3
DON'T KNOW	8
REFUSE	9

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BASE: Q8=1 OR 3 (INTERNET AT HOME)

Q9. Which of the following types of internet connections do you have in your home?

(READ ENTIRE LIST)

(MULTIPLE RESPONSE)

Broadband cable service	01	
DSL	02	
Dial-up telephone service	03	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q8 = 1 OR 2 OR 3 (INTERNET ACCESS)

Q10. In an average week, how much time do you spend, in total, using the internet?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q10 NE 00 (USE THE INTERNET)

Q11. Which of the following types of information do you get from the internet?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T USE INTERNET	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

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BASE: Q11 NE 00 (USE INTERNET FOR INFO)

Q12. In an average week, how much time do you spend, in total, using the internet to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q11 NE 00 (INTERNET FOR INFO)

Q13. What is the name of the ONE internet site you use **most often** for news and current affairs information?

(DON'T READ)

(SINGLE RESPONSE)

ABCNEWS.COM	01	
AOL.COM	02	
AT&T.NET	03	
CBSNEWS.COM	04	
CNN.COM	05	
ESPN.COM	06	
EXCITE.COM	07	
FOXNEWS.COM	08	
IWON.COM	09	
MSN.COM	10	
MSNBC.COM	11	
NETSCAPE.COM	12	
NEWYORKTIMES.COM	13	
USATODAY.COM	14	
WALLSTREETJOURNAL.COM	15	
WASHINGTONPOST.COM	16	
YAHOO.COM	17	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: Q11 NE 00 (INTERNET FOR INFO)

Q14. And, what is the name of the internet website you use next most often for news and current affairs information?

(DON'T READ)

(SINGLE RESPONSE)

NONE	00	
ABCNEWS.COM	01	
AOL.COM	02	
AT&T.NET	03	
CBSNEWS.COM	04	
CNN.COM	05	
ESPN.COM	06	
EXCITE.COM	07	
FOXNEWS.COM	08	
IWON.COM	09	
MSN.COM	10	
MSNBC.COM	11	
NETSCAPE.COM	12	
NEWYORKTIMES.COM	13	
USATODAY.COM	14	
WALLSTREETJOURNAL.COM	15	
WASHINGTONPOST.COM	16	
YAHOO.COM	17	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: ALL RESPONDENTS

Q15. In an average week, how much time do you spend, in total, reading **daily local newspapers**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q15 NE 00 (READ DAILY LOCAL NEWSPAPERS)

Q16. Which of the following types of information do you get from reading **daily local newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ DAILY LOCAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

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BASE: Q16 NE 00 (DAILY LOCAL PAPERS FOR INFO)

Q17. In an average week, how much time do you spend, in total, reading **daily local newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: ALL RESPONDENTS

Q18. In an average week, how much time do you spend, in total, reading **weekly local newspapers**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q18 NE 00 (READ WEEKLY LOCAL NEWSPAPERS)

Q19. Which of the following types of information do you get from **weekly local newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ WEEKLY LOCAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

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BASE: Q19 NE 00 (WEEKLY LOCAL NEWSPAPERS FOR INFO)

Q20. In an average week, how much time do you spend, in total, reading **weekly local newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: ALL RESPONDENTS

Q21. In an average week, how much time do you spend, in total, reading **daily national newspapers** like USA today, or the Wall Street Journal?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q21 NE 00 (READ DAILY NATIONAL NEWSPAPERS)

Q22. Which of the following types of information do you get from **daily national newspapers**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T READ DAILY NATIONAL NEWSPAPERS	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

-----  
BASE: Q22 NE 00 (DAILY NATIONAL NEWSPAPERS FOR INFO)

Q23. In an average week, how much time do you spend, in total, reading **daily national newspapers** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF  
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BASE: ALL RESPONDENTS

Q24. In an average week, how much time do you spend, in total, listening to **broadcast radio**?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF

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BASE: Q27 NE 00 (LISTEN TO BROADCAST RADIO)

Q25. Which of the following types of information do you get from **broadcast radio**?

(SCRAMBLE/ROTATE 01-08 - READ ENTIRE LIST) (MULTIPLE RESPONSE)

DON'T LISTEN TO BROADCAST RADIO	00
Emergencies	01
Classified Ads or Economic Opportunities	02
Local Cultural Events	03
Local News or Local Current Affairs	04
National or International News	05
Opinion or Commentary on News and Current Affairs	06
Sports	07
Weather and Traffic	08
OTHER (SPECIFY)	77
DON'T KNOW	88
REFUSE	99

-----  
BASE: Q25 NE 00 (BROADCAST RADIO FOR INFO)

Q26. In an average week, how much time do you spend, in total, listening to **broadcast radio** to get information on news, current affairs & local happenings?

RI: ENTER 4-DIGIT NUMBER OF MINUTES, USING LEADING ZEROS.  
CONVERT HOURS TO MINUTES

NONE=00, DON'T KNOW=DK, REFUSE=RF  
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BASE: Q4A=1 OR Q4B=1 (SUBSCRIBE TO CABLE OR SATELLITE TV)

- Q27. Thinking again of your cable or satellite TV subscription, which of the following best describes the level of subscription you currently receive in your household? Do you subscribe to...?

(READ ENTIRE LIST)

(MULTIPLE RESPONSE)

A basic cable or satellite package, which mainly includes broadcast channels like ABC and a small number of cable or satellite channels	01
An expanded package which includes broadcast channels, and a larger number of cable or satellite channels like CNN	02
Or a premium package which includes broadcast channels, cable or satellite channels and premium pay channels like Home Box Office	03
OTHER	(SPECIFY) 77
DON'T KNOW	88
REFUSE	99

BASE: Q4A=1 OR Q4B=1 (CABLE/SATELLITE SUBSCRIBERS)

- Q28. If you would be reimbursed, are there any channels you would be interested in dropping from your service? If yes, which channels would you be interested in dropping from your service if you could receive a reduction in the cost of your service?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00	HGTV	18
A&E (ARTS AND ENTERTAINMENT)	01	HISTORY CHANNEL	19
ABC	02	ION/PAX	20
CBS	03	LEARNING CHANNEL	21
CINEMAX	04	LIFETIME	22
CNBC	05	MTV	23
CNN	06	NBC	24
COMEDY CENTRAL	07	PBS	25
COURT TV	08	SHOWTIME	26
DISCOVERY CHANNEL	09	TBS	27
DISNEY CHANNEL	10	TMC	28
ESPN	11	TNT	29
FOOD NETWORK	12	UPN	30
FOX	13	USA	31
FOX NEWS	14	VHI	32
FOX SPORTS NET	15	WGN	33
HALLMARK CHANNEL	16	OTHER	(SPECIFY) 77
HBO (HOME BOX OFFICE)	17	DON'T KNOW	88
		REFUSE	99

BASE: ALL RESPONDENTS

- Q29. Are there any channels that you would like to receive, but do not currently subscribe to because you would have to subscribe to a larger package of channels? If yes, which channels would you like to receive, but do not currently subscribe to because you would have to subscribe to a larger package of channels?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00	HGTV	18
A&E (ARTS AND ENTERTAINMENT)	01	HISTORY CHANNEL	19
ABC	02	ION/PAX	20
CBS	03	LEARNING CHANNEL	21
CINEMAX	04	LIFETIME	22
CNBC	05	MTV	23
CNN	06	NBC	24
COMEDY CENTRAL	07	PBS	25
COURT TV	08	SHOWTIME	26
DISCOVERY CHANNEL	09	TBS	27
DISNEY CHANNEL	10	TMC	28
ESPN	11	TNT	29
FOOD NETWORK	12	UPN	30
FOX	13	USA	31
FOX NEWS	14	VHI	32
FOX SPORTS NET	15	WGN	33
HALLMARK CHANNEL	16	OTHER (SPECIFY)	77
HBO (HOME BOX OFFICE)	17	DON'T KNOW	88
		REFUSE	99

BASE: ALL RESPONDENTS

Q30. Which ONE source do you consider the most important source of **breaking news**?

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-08)

Cable news channels such as CNN	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: Q30 NE 00

(HAVE A SOURCE OF BREAKING NEWS)

Q31. Which source would you consider the second most important source for **breaking news**?

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: ALL RESPONDENTS

Q32. Which ONE source do you consider the most important source for **more in-depth information on specific news and current affairs topics?**

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-08)

Cable news channels such as CNN	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: Q32 NE 00

(HAVE A SOURCE OF INDEPTH INFORMATION)

Q33. Which source do you consider the second most important for **more in-depth information on specific news and current affairs topics?**

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: ALL RESPONDENTS

Q34. Which ONE source do you consider the most important source **of local news and current affairs?**

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-08)

Cable news channels such as CNN	01
Internet/Websites	02

Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: Q34 NE 00 (HAVE A SOURCE OF LOCAL NEWS/CURRENT AFFAIRS)

Q35. Which source do you consider the second most important for **local news and current affairs**?

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN, MSNBC	01	
INTERNET/WEBSITES	02	
BROADCAST TELEVISION STATIONS SUCH AS ABC	03	
LOCAL NEWSPAPERS	04	
NATIONAL NEWSPAPERS SUCH AS USA TODAY	05	
RADIO STATIONS	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

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BASE: ALL RESPONDENTS

Q36. Which ONE source do you consider the most important source **of national news and current affairs**?

(READ LIST)

(SINGLE RESPONSE)

(SCRAMBLE/ROTATE 01-08)

Cable news channels such as CNN, MSNBC	01	
Internet/Websites	02	
Broadcast television stations such as ABC	03	
Local newspapers	04	
National newspapers such as USA Today	05	
Radio stations	06	
NONE	00	
OTHER	77	(SPECIFY)
DON'T KNOW	88	
REFUSE	99	

BASE: Q36 NE 00

(HAVE A SOURCE OF NATL NEWS/CURRENT AFFAIRS)

Q37. Which source do you consider the second most important for **national news and current affairs**?

(DON'T READ)

(SINGLE RESPONSE)

CABLE NEWS CHANNELS SUCH AS CNN	01
INTERNET/WEBSITES	02
BROADCAST TELEVISION STATIONS SUCH AS ABC	03
LOCAL NEWSPAPERS	04
NATIONAL NEWSPAPERS such as USA Today	05
RADIO STATIONS	06
NONE	00
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

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## BASE: ALL RESPONDENTS

For statistical reasons, the following demographic information for you and your household would be helpful to us. The information will be treated confidentially and will only be used to group your answers with other households.

Q41. What is the highest level of school you have completed or the highest degree received?

(READ LIST)

Grammar school or less	01
Some high school	02
High school graduate or equivalent (EX: GED)	03
Some college but no degree	04
Associate degree in college or equivalent	05
Bachelor's Degree (BA, AB, BS)	06
Higher Degree (Such as Master's, Professional or Doctorate)	07
DON'T KNOW	88
REFUSE	99

## BASE: ALL RESPONDENTS

Q42. Which of the following income ranges best describes the total yearly income before taxes of all members of your household combined? Please include income of all members of your household.

(READ LIST)

Under \$20,000	01
\$20,000 to less than \$40,000	02
\$40,000 to less than \$60,000	03
\$60,000 to less than \$80,000	04
\$80,000 to less than \$100,000	05
\$100,000 to less than \$150,000	06
\$150,000 to less than \$250,000	07
\$250,000 or more	08
DON'T KNOW	88
REFUSE	99

## BASE: ALL RESPONDENTS

Q43. Is this residence in a...?

(READ LIST)

(SINGLE RESPONSE)

City	1	
Suburb	2	
Town	3	
Or a rural area	4	
OTHER	7	(SPECIFY)
DON'T KNOW	8	
REFUSE	9	

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BASE: ALL RESPONDENTS

Q44. What is your race? Are you...?

(READ LIST)

White	1
African American or Black	2
American Indian, Eskimo or Aleut	3
Asian or Pacific Islander	4
Or Another Race	7 (SPECIFY)
DON'T KNOW	8
REFUSE	9

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BASE: ALL RESPONDENTS

Q45. In what month and year were you born?

(RI: ENTER 2-DIGIT MONTH AND 4-DIGIT YEAR. ENTER RF FOR REFUSE.)

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BASE: ALL RESPONDENTS

Q46. (RI: ENTER RESPONDENT GENDER)

MALE	1
FEMALE	2

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CLOSE:

Again, my name is (INSERT FIRST AND LAST NAME), and I want to thank you for taking part in our survey. Good-bye.

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