

Respondent I.D. # _____

DVD MPAA RATING SURVEY (MALL INTERCEPT)
MALL SCREENER

RESPONDENT'S NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP CODE: _____
TELEPHONE NUMBER: _____
INTERVIEWER: _____ DATE: _____
TIME STARTED: _____ TIME ENDED: _____ TOTAL TIME: _____ (MINS.)

CITY

Gaithersburg, MD

Q.B AGE

- Under age 30
- 30 – 39
- 40 – 49
- 50 – 59
- Age 60 and over

SIGHT SCREEN FOR MALES AND FEMALES AGE 30 YEARS OF AGE OR OLDER

Hello, I'm _____ from Synovate a nationwide marketing research company. We are conducting a survey in this area and I would like to ask you a few questions.

INITIAL REFUSALS
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

A. RECORD GENDER OF RESPONDENT

Male Female

Q.A OVER QUOTA FEMALE
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

Q.A OVER QUOTA MALE
01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

HAND RESPONDENT CARD A

B. What is your age? (“X” ONE RESPONSE.)

Under 30

30-39

40-49

50-59

60 or over

Refused

**TERMINATE AND “X” NEXT NUMBER IN BOX BELOW.
ERASE AND RE-USE SCREENER.**

TAKE BACK CARD A

Q.B REFUSED

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

C. Do you, or does any member of your household work for...? (**READ LIST**)

YES

NO

An advertising agency

A marketing or marketing research company or department.....

IF YES TO ANY OF THE ABOVE, TERMINATE AND “X” NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.C SECURITY

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

D. Within the past 3 months, have you been interviewed by a market research company in this mall, or not?

Yes.....

No

IF YES, TERMINATE AND “X” NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.D RECENT PARTICIPATION

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

E. How many children age 18 or under do you have currently living in your household?

ENTER NUMBER _____

IF ZERO, TERMINATE AND "X" NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.E NO CHILDREN IN HOUSEHOLD

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

F. And of these children how many are:

Age 6 or under _____

Age 7 to 16 _____

Age 17 or 18 _____

IF Age 7 to 16 IS ZERO, TERMINATE AND "X" NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.F NO CHILDREN AGE 7 TO 16

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

G. In the past year, have you:

	Yes	No
Made a purchase from a fast food restaurant for any of your children age 7 to 16?	<input type="checkbox"/>	<input type="checkbox"/>
Purchased or rented a video game for any of your children age 7 to 16?	<input type="checkbox"/>	<input type="checkbox"/>
Purchased or rented a movie on DVD for any of your children age 7 to 16? This could include a movie watched alone, with your family, or with friends.	<input type="checkbox"/>	<input type="checkbox"/>

IF PURCHASED OR RENTED A MOVIE ON DVD IS NO, TERMINATE AND "X" NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.F NO CHILDREN AGE 7 TO 16

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

H. Do you usually wear glasses or contact lenses for reading or watching television?

Yes1
No.....2→SKIP TO Q.J

I. Do you have your glasses or contact lenses with you today?

Yes1
No.....2→ TERMINATE AND "X" NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.

Q.H/I VISION CORRECTION

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20

J. We are conducting a study today about a variety of topics related to movies and we'd like to include your opinions. We think you will find it interesting. Would you be willing to participate?

Yes..... → ESCORT RESPONDENT TO FACILITY
TERMINATE AND "X" NEXT NUMBER IN BOX BELOW. ERASE AND RE-USE SCREENER.
No →

TERMINATE Q.K QUALIFIED REFUSAL

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40