

# CORE ADULT PROFILE October 2007 - Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to Operations.

SNO	11190
Survey Name	CORE ADULT PROFILE
Client Name	
Quick Arrow Project Number	
Project Director Name	Tom Wells
Team/Area Name	PROFILE GROUP

Sample Criteria	All adult panelists
Samvar	No
Multi-Media	Images can be copied from SNO 3965 (domestic.jpg; groceries.jpg; happy.jpg)
Incentive	

# **SCRIPTING NOTE:**

DO NOT CHANGE OLD/EXISTING VARIABLE NAMES IN THE SCRIPT ANYWHERE. FOR NEW QUESTIONS PLEASE USE THE VARIABLE NAME PROVIDED IN THE QUESTION.



# **CORE ADULT PROFILE**

[IF mbr_survey_lang_view.core_lang = "0", SKIP TO ENGLISH INTRO SCREEN] [IF mbr_survey_lang_view.core_lang = "1", SKIP TO SPANISH INTRO SCREEN] [IF mbr_survey_lang_view.core_lang = "2", SKIP TO PREFER_LANG]										
<b>[sp]</b> Prefer_L	.ang.									
	e usted hacer encuestas en español o inglés prefer to do surveys in Spanish or English?	?								
		Español								
[PROMPT	r once]									
[IF PREF	ER_LANG = "ESPANOL" OR REFUSED, SKIP TO	SPANISH INTRO SCREEN]								
-	H INTROSCREEN] DOMESTIC.JPG UNDER TEXT IN THE MIDDLE OF S	SCREEN]								
question		you have already filled out. This is because the y different, or it may just be time to update the								
		please answer them as best as possible. If you of today's questions at the end of this survey.								
IntroQ1E	3: Today's questions focus on basic information information you provide will be used in the you and others in your household.	on about you and your household. The future to select surveys that are best suited for								
ropi	First, we'd like to get an idea about your liv	ring situation.								
<b>[SP]</b> Q1. V	Which best describes the building where you I	ive?								
		A one-family house detached from any other house1								

		A one-family house attached to one or more houses
<b>[SP]</b> Q2.	Are your living quarters	Owned or being bought by you or someone in your household
<b>[SP]</b> Q3.	Is your residence in	
		Your name only
[INSER	T GROCERIES.JPG]	
Q7.	When it comes to grocery shopping for my hou	ısehold
		I do all of it

#### [NUMBER BOX; RANGE 1-15; DO NOT ALLOW DECIMALS]

Q5. Including yourself, how many people currently live in your household at least 50% of the time? **[SPACE]** 

Please remember to include babies or small children, include unrelated individuals (such as roommates), and also include those now away traveling or in a hospital.

# [PROMPT IF NO RESPONSE TO Q5]

It is very important for us to know how many people live in your household. This information is used to help make sure that results from the Panel are most representative of the entire U.S. population. Please remember that all your responses are kept confidential. Thank you!

# [REPEAT Q5]

You said that \_\_\_\_ people live in your household. Is that correct?

Yes	 	 	 	 1
No .	 	 	 	 2

[IF NO, REPEAT Q5; IF YES, ACCEPT NUMBER AND CONTINUE]

#### [IF Q5 > 1]

[GRID WITH SAME NUMBER OF LINES AS NUMBER IN Q5. COLUMN HEADINGS FOR "AGE", "GENDER," AND "RELATIONSHIP TO YOU." DROP-DOWN MENU FOR GENDER AND RELATIONSHIP TO YOU. RANGE FOR AGE: 0 – 110]

#### HHCOMP1.

Please tell us a little more about the people you share your household with.

### [SPACE]

For each person in the household, enter the age on their last birthday, whether they are male or female, and how they are related to you. Start by entering the appropriate information for yourself.

# [IF AGE HAS PRE-EXISTING VALUE OF 18-110, REPOPULATE FIELD. IF GENDER HAS PRE-EXISTING VALUE OF 1-2, REPOPULATE FIELD. IF EITHER FIELD REPOPULTED, USE ALTERNATIVE LANGUAGE]

Please tell us a little more about the people you share your household with.

#### [SPACE]

For each person in the household, enter the age on their last birthday, whether they are male or female, and how they are related to you. Start by confirming the appropriate information for yourself. Please change if incorrect or incomplete.

### [IF Q5 = 1]

# [GRID. COLUMN HEADINGS FOR "AGE", "GENDER". RANGE FOR AGE: 0 – 110]

Please enter your age on your last birthday and whether you are male or female in the spaces below.

# [IF AGE HAS PRE-EXISTING VALUE OF 18-110, REPOPULATE FIELD. IF GENDER HAS PRE-EXISTING VALUE OF 1-2, REPOPULATE FIELD. IF EITHER FIELD REPOPULTED, USE ALTERNATIVE LANGUAGE]

Please confirm your age on your last birthday and whether you are male or female in the spaces below. Please change if incorrect or incomplete.

#### [IF AGE FOR RESPONDENT IS LESS THAN 18, SHOW THE FOLLOWING]

You must be 18 or older to participate on KnowledgePanel. However, you are eligible to participate on the teen KnowledgePanel. Are you interested in joining the teen KnowledgePanel?

Yes	 	 	 1
No .	 	 	 

#### [AFTER EITHER RESPONSE, SHOW FOLLOWING AND SKIP TO END]

Thank you very much for completing this important survey! We greatly appreciate your cooperation.

### [IF R SKIPS HHCOMP1, PROMPT]

It is very important that you provide basic information such as age, gender, and relationship for all members of your household. Please remember that all your responses are kept confidential. Thank you!

Household Member	Age	Gender	Relationship To You
		1. Male	1. Spouse
		2. Female	2. Child (biological,
			adopted, or stepchild)
			3. Grandchild
			4. Parent
			5. Sibling
			6. Other relative
			7. Unmarried partner
			8. Housemate/roommate
			9. Other non-relative
Yourself			[EMPTY CELL]
Member 2			

# [IF AGE >35 ASK PARENT3.] [SP]

PARENT3. Do you have any children, 18 years old or older, living outside the household?

Yes	S	 	 			 																 			1	
No		 	 																			 			2	,

# [MP; "DO NOT HAVE ANY PETS" CANNOT BE SELECTED WITH OTHER ANSWERS]

Q10. Which, if any, of the following pets do you have?

1
2
3
4
5
6
7
8
9

# [INSERT HAPPY.JPG UNDER TEXT IN THE MIDDLE OF SCREEN] [INTROSCREEN]

IntroQ11. These next questions ask you to provide further information about yourself and your household.

Please remember that your answers will not be shared with anyone. We keep all your responses confidential. We appreciate your cooperation in answering every question.

# [3 NUMBER BOXES - RANGE 1-12; 1-31; 1900-1999]

Q11. Please enter your date of birth.

# [SPACE]

Here is an example of how to enter in a date: if you were born on August 23, 1954, you would enter the number 8 for month, 23 for day, and 54 for year.

# [PROMPT ONCE]

It is very important that you provide basic information such as your date of birth. Please remember that all your responses are kept confidential. Thank you!

[IF MONTH HAS PRE-EXISTING VALUE OF 1-12 EXISTING VALUE OF 1-31, REPOPULATE FIELD 1999, REPOPULATE FIELD. IF ANY FIELDS REF	D. IF YEAR HAS PRE-EXISTING VALUE OF 1900-
Please confirm your date of birth. Please change if	incorrect or incomplete.
MM DD	19YY
[IF DOB FROM Q11 DOES NOT MATCH RESPOND AGECHECK. Your date of birth does not match the information here.	
My correct age is [NUMBER BOX: RANGE 18-110]	
[SP, DROP-DOWN MENU] I was born in the month of	
	January1 February2
	March3
	April4
	May5
	June6
	July7 August8
	September9
	October10
	November11
	December12
[SP]	on another discourse and an invitation with a position of
Q12. Are you now married, widowed, divorced, so	eparated, never married, or living with a partner?
	Married1
	Widowed2
	Divorced3
	Separated4
	Never married5
	Living with partner6

#### [SP]

Q13. This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?

# [IF Q13 HAS PRE-EXISTING VALUE OF 1-8, REPOPULATE FIELD AND USE ALTERNATIVE LANGUAGE]

This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent? Please confirm and change if incorrect.

No, I am not	1
Yes, Mexican, Mexican-American	
Yes, Mexican, Mexican-American Chicano	2
Yes, Puerto Rican	3
Yes, Cuban	4
Yes, Central American	5
Yes, South American	6
Yes, Caribbean	7
Yes, Other Spanish/Hispanic/Latino	8

### [PROMPT IF NO RESPONSE TO Q13]

Information about any possible Hispanic ethnicity is very important. We greatly appreciate your response to this question.

#### [REPEAT Q13]

#### [INTRO SCREEN]

INTRO Q14. Please indicate what you consider your racial background to be. We greatly appreciate your effort to describe your background using the standard categories provided. These race categories may not fully describe you, but they do match those used by the Census Bureau. It helps us to compare KnowledgePanel membership to the U.S. population.

#### [MP]

Q14. Please check one or more categories below to indicate what race(s) you consider yourself to be.

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native Type in name of enrolled or principal tribe. [TEXT BOX]

# [SPACE]

- 4 Asian Indian
- 5 Chinese
- 6 Filipino
- 7 Japanese
- 8 Korean
- 9 Vietnamese
- 10 Other Asian Type in race [TEXT BOX]

#### [SPACE]

- 11 Native Hawaiian
- 12 Guamanian or Chamorro
- 13 Samoan
- 14 Other Pacific Islander Type in race [TEXT BOX]

# [SPACE]

15 Some other race - Type in race [TEXT BOX]

# [IF NO RESPONSE TO Q14, PROMPT UP TO 2 TIMES]

Information about your racial background is very important to us. We greatly appreciate your response and will keep it strictly confidential.

# [REPEAT Q14]

# [ASK Q14A IF 2 OR MORE RACES CHECKED IN Q14] [SP]

Q14A. Which of these races do you identify with most closely?

[LIST ALL RACES CHECKED IN Q14, INCLUDING OPEN-ENDED RESPONSES]

[ASK Q141 IF "YES, MEXICAN, MEXICAN-AMERICAN, CHICANO," "YES, PUERTO RICAN," "YES, CUBAN," "YES, CENTRAL AMERICAN," "YES, SOUTH AMERICAN," "YES, CARIBBEAN," "YES, OTHER SPANISH/HISPANIC/LATINO"CHECKED IN Q13: ELSE SKIP TO Q151

,	CENTRAL AMERICAN, "TYES, SOUTH AMERIC SH/HISPANIC/LATINO"CHECKED IN Q13; EI	, , , , , , , , , , , , , , , , , , , ,	
[SP]			
Q141.	Do you speak a language other than Engli	sh at home?	
		Yes	
		No	2
[SP]			
Q142.	How well do you speak English?		

Very well	1
Well	
Not well	3
Not at all	4

[SP]
Q143. How well do you read English?

Very well	1
Well	
Not well	3
Not at all	4

# [SP]

Q15. What is the highest level of school you have completed?

No formal education	
1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , or 4 <sup>th</sup> grade	2
5 <sup>th</sup> or 6 <sup>th</sup> grade	3
7 <sup>th</sup> or 8 <sup>th</sup> grade	4
9"' grade	5
10 <sup>th</sup> grade	6
11 <sup>™</sup> grade	7
12 <sup>th</sup> grade NO DIPLOMA	8

		HIGH SCHOOL GRADUATE – high school DIPLOMA or the equivalent (GED)9
		Some college, no degree10
		Associate degree11
		Bachelor's degree
		Master's degree13 Professional or Doctorate degree14
		1 Tolessional of Doctorate degree
	Q16 IF "HIGH SCHOOL GRADUATE HIG CHECKED IN Q15]	SH SCHOOL DIPLOMA OR THE EQUIVALENT (GED)" OR
Q16.	Are you	
		A full-time college student
		A part-time college student2  Not a college student3
		That a conlege chadent imminimum.
[SP]		
Q17.	Which statement best describes your cu	rrent employment status?
		Working – as a paid employee1
		Working – self-employed2
		[SPACĔ]
		Not working – on temporary layoff from a
		job3
		Not working – looking for work4 [SPACE]
		Not working – retired5
		Not working – disabled6
		Not working – other7
[Ppor	MPT IF NO RESPONSE TO Q17]	
Li KO	<del>-</del>	current employment status is. We greatly appreciate
	your response and will keep it strictly c	
[REPE	AT Q17]	
FA OK	O49 IF "MODIZING AGA BAID EMPLOYEE	""Monking of E EMPLOYED" OF NA OUTOKED IN 0471
[SP]		" "Working – SELF-EMPLOYED," OR NA CHECKED IN Q17]
Q18.	Altogether, how many jobs do you have	9?
		One1
		Two2
		Three3
		Four or more4
[Ask	Q19 IF "ONE" OR NA CHECKED IN Q18]	

# [ASK Q19 IF "ONE" OR NA CHECKED IN Q18] [SP]

Q19. How many hours per week do you USUALLY work at your job?

# [IF "TWO," "THREE" OR "FOUR OR MORE" CHECKED IN Q18, USE ALTERNATIVE WORDING]

How many hours per week do you USUALLY work at your main job? By main job we mean the one at which you usually work the most hours.

INDUSTRY OF EMPLOYMENT: Two digit and 3 digit industry codes for sequential selection of 2 and 3 digit classifications by industry. See fork.xls.

[IF Q5 > 1 AND "WORKING – AS A PAID EMPLOYEE" OR "WORKING – SELF-EMPLOYED" CHECKED IN Q17 AND "ONE" OR NA CHECKED IN Q18 ASK IND1]
[SP]

IND1. Think about the industry in which you currently work. Which of the following kinds of industries is it?

[IF Q5 > 1 AND "WORKING — AS A PAID EMPLOYEE" OR "WORKING — SELF-EMPLOYED" CHECKED IN Q17 AND "TWO," "THREE" OR "FOUR OR MORE" CHECKED IN Q18, USE ALTERNATIVE WORDING]

Think about the industry in which you currently work at your MAIN job. Which of the following kinds of industries is it?

Agriculture, Forestry, Fishing and	
Hunting	11
Mining, Quarrying, and Oil and Gas	
Extraction	21
Utilities	
Construction	
Manufacturing	. 31-33
Wholesale Trade	
Retail Trade	
Transportation and Warehousing	. 48-49
Information	
Finance and Insurance	
Real Estate and Rental and Leasing	53
Professional, Scientific, and Technical	
Services	54
Management of Companies and	
Enterprises	55
Administrative and Support and Waste	
Management and Remediation Services.	56
Educational Services	61
Health Care and Social Assistance	62
Arts, Entertainment, and Recreation	71
Accommodation and Food Services	72
Other Services and Community/Non-	
Profit Organizations (except Public	
Administration)	
Public Administration	92

# [PROMPT ONCE]

#### [SP]

IND2. Which of the following types of industries best describes that place of employment?

[Show response list from fork.xls based on response to IND1.]

NOTE: IF POSSIBLE, PLEASE APPLY CODING FOR IND1 AND IND2 AS INDICATED IN FORK.XLS. IF IND1 HAS MORE THAN ONE POSSIBLE VALUE (E.G., MANUFACTURING, RETAIL TRADE, TRANSPORTATION AND WAREHOUSING), THE TWO DIGIT VALUE FOR IND1 SHOULD BE THE FIRST TWO DIGITS OF THE VALUE SELECTED FROM IND2.

[IF Q5 > 1 AND "WORKING - AS A PAID EMPLOYEE" OR "WORKING - SELF-EMPLOYED" CHECKED IN Q17 ASK Q21]

[MP]

Q21. Please indicate the kinds of industries for which **ANYONE ELSE IN YOUR HOUSEHOLD** currently work.

[IF Q5 > 1 AND "NOT WORKING —ON TEMPORARY LAYOFF FROM A JOB," "NOT WORKING — LOOKING FOR WORK," "NOT WORKING -- RETIRED" "NOT WORKING -- DISABLED," OR 'NOT WORKING -- OTHER' CHECKED IN Q17, USE ALTERNATIVE WORDING]

Please indicate the kinds of industries for which **ANYONE IN YOUR HOUSEHOLD** currently work.

#### Manufacturing

Food Manufacturing

Beverage and Tobacco Product Manufacturing

Pharmaceutical and Medicine Manufacturing

Health, Personal Care, and Beauty Product Manufacturing

Household Product Manufacturing

[SPACE]

Services

Advertising Agencies

Health Care

Market Research and Public Opinion Polling

Marketing Consulting Services

**Public Relations Agencies** 

[SPACE]

Other

**Broadcasting** 

**Finance** 

Retail Trade

Food and Beverage Stores

[SPACE]

None Of These

# [ASK Q26 IF "ONE" OR NA CHECKED IN Q18] [SP]

Q26. In your current job, what kind of work do you do?

[IF "TWO," "THREE" OR "FOUR OR MORE" CHECKED IN Q18, USE ALTERNATIVE WORDING]

# In your MAIN job, what kind of work do you do?

Management	1
SPACE]	
Business and Financial Operations	2
SPACE]	
Professional	
Computer and Mathematical	3
Architecture and Engineering	
Life, Physical, and Social Sciences	
Community and Social Services	
_awyer, judge	
Feacher, except college and university	
Feacher, college and university	
Other professional	
SPACE]	
Health Care	
Medical Doctor (such as physician, surgeon, dentist,	
veterinarian)	11
Other Health Care Practitioner (such as nurse,	
pharmacist, chiropractor, dietician)	12
Health Technologist or Technician (such as paramedic, lab	
echnician)	
Health Care Support (such as nursing aide, orderly, dental	
assistant)	
SPACE]	14
Service	
	4.5
Protective Service	
Food Preparation and Serving	
Building and Grounds Cleaning and Maintenance	
Personal Care and Service	18
SPACE]	
Sales	4.0
Sales Representative	
Retail Sales	
Other Sales	21
SPACE]	
Office and Administrative Support	22
SPACE]	
Farming, Forestry, and Fishing	23
SPACE]	
Precision Production, Craft, And Repair	
Construction and Extraction	
nstallation, Maintenance, and Repair	25
Precision Production (such as machinist, welder, baker,	
orinter, tailor)	26
SPACE]	
Fransportation and Material Moving	27
SPACE]	
Other, please specify (text box)	28

# [ASK Q28 IF "NOT WORKING – ON TEMPORARY LAYOFF FROM A JOB" "NOT WORKING – LOOKING FOR WORK," OR "NOT WORKING - RETIRED" IN Q17] [SP]

Q28. In your most recent job, what kind of work did you do? [USE RESPONSE LIST FROM Q26]

# [ASK QTELCOM1 IF "ONE" OR NA CHECKED IN Q18] [SP]

QTelcom1. Counting all locations where your employer operates, what is the total number of persons who work for your employer?

#### [IF "TWO," "THREE" OR "FOUR OR MORE" CHECKED IN Q18, USE ALTERNATIVE WORDING]

Counting all locations where your employer operates, what is the total number of persons who work for your employer at your MAIN job?

Under 10	
10-24	
25-99	3
100-499	4
500-999	
1000+	

# [ASK QTELCOM1 IF "ONE" OR NA CHECKED IN Q18] [SP]

QTelcom2. Which of the following best describes your primary work location?

### [IF "TWO," "THREE" OR "FOUR OR MORE" CHECKED IN Q18, USE ALTERNATIVE WORDING]

Which of the following best describes your primary work location at your MAIN job?

Office environment (outside the home)	. 1
Non-office environment (e.g., classroom,	
hospital, sales floor, manufacturing plant,	
outdoor location)	. 2
Mobile (e.g., on the road, client sites)	. 3
Home office	. 4
Other (Please specify)	. 5

# [Checkpoint Screen]

The next question is about the <u>total income</u> of YOUR HOUSEHOLD for the PAST 12 MONTHS. Please include your income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at home). Please count income BEFORE TAXES and from all sources (such as wages, salaries, tips, net income from a business, interest, dividends, child support, alimony, and Social Security, public assistance, pensions, or retirement benefits).

Income information is used to keep the panel balanced and representative of all income groups. We do not ask for the exact amount; you only need to report the range of your total household income. Please be assured that this information is kept confidential.

# [SP]

Q34. Was your total HOUSEHOLD income in the past 12 months ...

- (1) Below \$35,000
- (2) \$35,000 or more
- (3) Don't know

# [PROMPT IF NO RESPONSE TO Q34 UP TO 2 TIMES]

Information about your household income is very important. We greatly appreciate your response and will keep your answer confidential.

### [REPEAT Q34]

# [ASK Q35 IF Q34=1]

[SP]

Q35. Which one of the following includes your total HOUSEHOLD income in the past 12 months before taxes?

- (1) Less than \$5,000
- (2) \$5,000 to \$7,499
- (3) \$7.500 to \$9.999
- (4) \$10,000 to \$12,499
- (5) \$12,500 to \$14,999
- (6) \$15,000 to \$19,999
- (7) \$20,000 to \$24,999
- (8) \$25,000 to \$29,999
- (9) \$30,000 to \$34,999

# [PROMPT IF NO RESPONSE TO Q35 UP TO 2 TIMES]

Information about your household income is very important. We greatly appreciate your response and will keep your answer confidential.

# [REPEAT Q35]

#### [ASK Q36 IF Q34=2]

[SP

Q36. Which one of the following includes your total HOUSEHOLD income in the past 12 months before taxes?

- (1) \$35,000 to \$39,999
- (2) \$40,000 to \$49.999
- (3) \$50,000 to \$59,999
- (4) \$60,000 to \$74,999
- (5) \$75,000 to \$84,999
- (6) \$85,000 to \$99,999
- (7) \$100,000 to \$124,999

- (8) \$125,000 to \$149,999
- (9) \$150,000 to \$174,999
- (10) \$175,000 or more

# [PROMPT IF NO RESPONSE TO Q36 UP TO 2 TIMES]

Information about your household income is very important. We greatly appreciate your response and will keep your answer confidential.

# [REPEAT Q36]

# [TEXT BOX]

FINAL. That is all the information we need. Thank you very much for completing this important survey! We greatly appreciate your cooperation.

The ground appropriate year ecoperation.	
Do you have any comments about this survey you would like to share?	

[NO STANDARD CLOSING QUESTION REQUIRED]