



Engagement : 1761 Cornelius

African-American Segmentation

Quantitative Questionnaire

Client Version 30

January 11, 2017



ENGAGEMENT OBJECTIVE

Quantitative market research to;

- Identify needs-based segments of US African Americans age 18-54 and assess the strategic opportunity for BETN with each segment
 - What are the different needs that define target customers?
 - Define current attitudes/perceptions as African Americans in the US
 - Understand content viewing and online behavior
 - Quantify current satisfaction levels and identify underlying needs and need gaps in the media space
 - What personifies these segments so they can be targeted by BETN?
- Identify opportunities and priorities for BETN to target specific segments
 - How can opportunities for BETN be optimized?
 - What are potential future innovations in programming valued by key segments

SAMPLE PLAN

- 1,500 completed, online interviews with African Americans aged 18-54 in the US
 - Nationally representative sample
 - 750 male, 750 female
 - Age --18-24 (500), 25-34 (500), 35-54 (500)
 - Geographic distribution -- South (500), Northeast (375), Midwest (375), West (250)
 - Area -- Minimum of 150 per area -- Urban, Suburban, Rural
 - Educational status -- Minimum of 75 per cell -- Some high school through Graduate school
 - Parental status -- Minimum of 200 without children
 - Marital status -- Minimum 500 married
 - Household income -- Minimum 200 less than \$20,000 per year
 - BET Engagement -- Minimum of 100 per group -- Lapsed, Light, Heavy



QUESTIONNAIRE STRUCTURE

1. SECTION A: SCREENER
2. SECTION B: CURRENT MEDIA CONSUMPTION BEHAVIOR
3. SECTION C: OCCASIONS
4. SECTION D: ASEMAP
5. SECTION E: TV SHOW PERFORMANCE
6. SECTION F: NETWORK PERFORMANCE
7. SECTION G: ATTITUDES
8. SECTION H: DEMOGRAPHICS



INSTRUCTIONS FOR PROGRAMMERS

There are several elements in this document that should not be shown to respondents:

- Any text in the “[]” (square brackets and/or BLUE font color) on the screener and questionnaire is for programming only and must **NOT** be shown on the actual survey.
- Do not show section headers to respondents; they are for internal use only.
- Do not show question or response numbers to respondents.

General instructions:

- Assume that there are page breaks between questions unless otherwise specified.
- Force a response to each question before continuing unless a question is noted as “optional”.
- Ensure that the question numbers from the screener and questionnaire are captured as variable ID's in the data set.

Important: Programming notes / skip logic might appear before and after each question; please make sure that all of them are addressed.



SECTION A: SCREENER

SQ00.

Introduction

Thank you for agreeing to participate in this survey.

We will begin by asking you a few questions – your thoughts and opinions matter to us and we appreciate your time. Your answers will remain confidential, and after answering these questions you will be informed of your eligibility to begin our 45-minute online survey.

Good luck!

Please click '**Next**' (>>) to continue...

[SQ01]

What is your gender?

(Please select one answer)

[1] Male

[2] Female

[Gender to be balanced – 750 per gender]

[SQ01a]

What is your age?

[OE text box] years old

[If <18 OR >54 – Terminate]

Group 18 – 24, 25 – 34, 35 – 54

Quota 33% for each group (n=500)



[SQ01b] Please check all ethnic groups that reflect who you are.

(Please select all that apply)

- [1] White/Caucasian
- [2] Black, African-American or of African race
- [3] Hispanic / Latino / Latina
- [4] American Indian / Native American / US Indigenous Tribal Descendent
- [5] Asian (Japanese, Chinese, Korean, Vietnamese, Thai, Indian, Pakistani, etc.)
- [6] Native Hawaiian / Pacific Islander
- [7] Other

[Create RACE variable.

Code as Race_1 (AA only) if SQ01b_2 = 1 and all other options not selected.

Code as Race_2 (AA Multi-Ethnic) if SQ01b_2 = 1 and one or more other options = 1.

If SQ01b_2 is not selected, Thank and Terminate]

[SQ01c]

What is your 5-digit zip code?

[OE Text Box - Allow 5-digit number only]

[SQ01cA]

In which state do you live?

[DROP DOWN WITH 50 CONTIGUOUS US STATES AND WASHINGTON DC.]

[DISTRIBUTE SAMPLE ACROSS 4 REGIONS – 500 SOUTH, 375 NORTHEAST, 375 MIDWEST, 250 WEST]

[Code as SOUTH if SQ01cA= Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia, Alabama, Kentucky, Mississippi and Tennessee, Arkansas, Louisiana, Oklahoma and Texas

Code as NORTHEAST if SQ01cA= Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, New Jersey, New York and Pennsylvania



Code as MIDWEST if SQ01cA= Illinois, Indiana, Michigan, Ohio and Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota

Code as WEST if SQ01cA= Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming, Alaska, California, Hawaii, Oregon and Washington

[SQ01cb] [SHOW IF SQ01cA= FLORIDA, KENTUCKY, INDIANA, MICHIGAN, TENNESSEE, KANSAS, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, TEXAS, IDAHO, NEVADA, OREGON]

In which time zone do you live?

- [1] Eastern Standard Time (EST) [SHOW IF SQ01E= FLORIDA, KENTUCKY, INDIANA, MICHIGAN, OR TENNESSEE]
- [2] Central Standard Time (CST) [SHOW IF SQ01E= FLORIDA, KENTUCKY, INDIANA, MICHIGAN, OR TENNESSEE, KANSAS, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, TEXAS]
- [3] Mountain Standard Time (MST) [SHOW IF SQ01E= KANSAS, NEBRASKA, NORTH DAKOTA, SOUTH DAKOTA, TEXAS, IDAHO, NEVADA, OREGON]
- [4] Pacific Standard Time (PST) [SHOW IF SQ01E= IDAHO, NEVADA, OREGON]

TIMEZONE ASSIGNMENTS:

FOR THOSE WHO ANSWER SQ01cb, ASSIGN TO THEIR SELECTED TIMEZONE. IN ADDITION:

- EASTERN (EST) – CONNECTICUT, DELEWARE, GEORGIA, MAINE, MARYLAND, PENNSYLVANIA, MASSACHUSETTS, NEW HAMPSHIRE, NEW JERSEY, NEW YORK, NORTH CAROLINA, OHIO, RHODE ISLAND, SOUTH CAROLINA, VERMONT, VIRGINIA, WASHINGTON D.C., WEST VIRGINIA
 - CENTRAL (CST) – ALABAMA, ARKANSAS, ILLINOIS, IOWA, LOUISIANA, MINNESOTA, MISSISSIPPI, MISSOURI, OKLAHOMA, WISCONSIN
 - MOUNTAIN (MST) – ARIZONA, COLORADO, MONTANA, NEW MEXICO, UTAH, WYOMING
 - PACIFIC (PST) – CALIFORNIA, WASHINGTON,
-

[SQ01d]

Which of the following best describes the area in which you live?

(Please select one)

- [1] Urban
- [2] Suburban
- [3] Country, Small town (Rural)



[Recruit a mix. At least 10% (150) for each]



[SQ02]

Do you work in or are you employed by any of the following types of businesses or professions?

(Please select all that apply)

- [1] An advertising agency [Thank and terminate]
- [2] A marketing research company [Thank and terminate]
- [3] Media or journalism (e.g., newspaper, magazine, television, radio) [Thank and terminate]
- [4] Online Industry [Thank and terminate]
- [5] Music Industry [Thank and terminate]
- [6] Entertainment industry (e.g., studio, content producers, bloggers etc.) [Thank and terminate]
- [7] None of the above [Exclusive]

[Terminate if 7 is Not Selected]

[SQ03]

Which of the following is the highest level of education that you have completed?

(Please select only one answer)

- [1] Less than high school
- [2] High school graduate or equivalent (GED)
- [3] Some college, no degree or Associates' Degree
- [4] College graduate (BA or BS)
- [5] Some graduate school, no degree
- [6] Graduate school (MS, MD, PhD)

MINIMUM QUOTA OF 75 PER CATEGORY FOR CODES 2-6

PN: PLEASE ALSO DEVELOP NIELSEN VARIABLES FOR THE FOLLOWING:

- Less than high school = CODE 1
 - High school graduate = CODE 2
 - Some college = CODE 3
 - College graduate + = CODES 4, 5, 6
-



[SQ04] Do you have children under the age of 18 living in your household?

(Please select one answer)

- [1] Yes
- [2] No

MINIMUM QUOTA OF 200 PER CATEGORY FOR CODE 2 – NO CHILDREN

[SQ05a] Which of the following best describes your current marital status?

(Please select one)

- [1] Single, never married
- [2] Living with a significant other or partner
- [3] Married
- [4] Divorced/Separated
- [5] Widowed

MINIMUM QUOTA 500 FOR MARRIED – CODE 3

[SQ05b] Which of the following groups comes closest to your yearly household income before taxes?

(Please select one)

- [1] Less than \$20,000
- [2] \$20,000 to \$29,999
- [3] \$30,000 to \$39,999
- [4] \$40,000 to \$49,999
- [5] \$50,000 to \$69,999
- [6] \$70,000 to \$99,999
- [7] \$100,000 or more
- [8] I prefer not to answer

MINIMUM QUOTA OF 300 PER CATEGORY FOR CODE 1. MINIMUM QUOTA OF 200 FOR EACH OF CODES 2 TO 6



[SQ06]. Please indicate how often you watch/read/use the following in a typical week.

(Please select one per row)

[RANDOMIZE]

[RANDOMIZE]	[1] Never	[2] Rarely	[3] A few times per month	[4] A few times per week	[5] Daily
[1] Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Computer (Desktop or Laptop, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Smart phone/Cell Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Mobile Device (Tablet, e-Reader, Game Console, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Movie Theater/Cineplex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Download/Stream shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Download/ Stream 3-5 min videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Download/Stream 5-7 min videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] DIY (Do it yourself) videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Product Reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] Vlog (Video Blog)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] Educational videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[16] Prank videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[If Television not selected 3=a few times per month, 4=a few times per week or 5=Daily, THANK AND TERMINATE]

[SQ06a]. Please indicate how often you use the following social media or content platforms.

(Please select one per row)

[RANDOMIZE]

[RANDOMIZE]	[1] Never	[2] Rarely	[3] A few time per month	[4] A few times per week	[5] Daily
[1] Facebook					
[2] Twitter					
[3] #BlackTwitter					
[4] Instagram					
[5] Pinterest					
[6] Snapchat					
[7] LinkedIn					
[8] Pandora					
[9] Spotify					
[10] KIK					
[11] Periscope					
[12] Music.ly					
[13] VEVO					
[14] Tumblr					
[15] Shazam					
[16] Hulu					
[17] Netflix					
[18] Amazon Video					
[19] iTunes					
[20] Apple Music					

[MINIMUM QUOTA FOR TWITTER AND #BLACKTWITTER USAGE IS 50]



[SQ07] Which of the following equipment do you own or have in your household?

(Please select all that apply)

- [1] Basic Cable TV
- [2] Digital Cable (providing many more channels than basic cable TV and an interactive on-screen programming guide)
- [3] Premium cable channels (e.g., HBO, STARZ, Showtime, CineMax)
- [4] Satellite TV (e.g., Direct TV, DISH)
- [5] Fiber Optic TV (e.g. Verizon Fios, AT&T U-verse)
- [6] TV Subscription Streaming Services (e.g., Amazon, Netflix, Hulu)
- [7] Mobile Viewing Apps (e.g., HBOGo, BET Now)
- [8] Desktop Computer
- [9] Laptop
- [10] Tablet
- [11] Digital Media Player (Roku, Apple TV, Amazon Fire TV Stick, etc.)
- [12] DVD player
- [13] A DVR (i.e. a digital video recorder with a hard drive, such as TiVo or a device from your cable/satellite company)
- [14] Video Game Console
- [15] Video On Demand
- [16] None of the above [Exclusive] [THANK AND TERMINATE]

[SQ08] During a typical....

	No. of hours
[1] <u>weekday (Monday to Friday)</u> , how many hours of television do you watch? (0 to 24 hours)	[Range – 0-<24]
[2] <u>weekend (Saturday and Sunday)</u> , how many hours of television do you watch? (0 to 48 hours)	[Range – 0-<48]

[TERMINATE IF TOTAL FOR CODE 1 IS LESS THAN 2 HOURS.]

[IF ANSWERS EXCEED RANGE, SHOW ERROR MESSAGE: PLEASE REVIEW YOUR ANSWERS AS THEY ARE OUTSIDE OF THE RANGE]



[SQ08a] During a typical....

	No. of hours
[1]full week (Monday through Sunday), how many hours of television do you watch?	[Range – 2- <168]

[IF ANSWERS EXCEED RANGE, SHOW ERROR MESSAGE: PLEASE REVIEW YOUR ANSWERS AS THEY ARE OUTSIDE OF THE RANGE]

[SQ09] You indicated that you spend [PIPE IN SQ08a_CODE 1] hours watching television on a typical **weekday (Monday to Friday) and weekend (Saturday and Sunday)**. How many hours of television do you watch of programs that air during the following timeslots?

Please pay special attention to each timeslot.

Timeslots on a typical weekday (Monday to Friday)	[A] No. of hours <u>Monday through Friday</u>	Timeslots on a typical weekend (Saturday and Sunday)	[B] No. of hours on <u>Saturday and Sunday</u>
[1] [SHOW IF IN EST/PST] Programs that air live during Daytime on any weekday (Monday-Friday <u>8am-3pm</u> EST/PST) [SHOW IF IN CST/MST] Programs that air live during Daytime on any weekday (Monday-Friday <u>7am-2pm</u> CST/MST)	[Range – 0-40]	[5] [SHOW IF IN EST/PST] Programs that air live during Daytime on any weekend (<u>Saturday and Sunday 8am-3pm</u> EST/PST) [SHOW IF IN CST/MST] Programs that air live during Daytime on any weekend (<u>Saturday and Sunday 7am-2pm</u> CST/MST)	[Range – 0-16]
[2] [SHOW IF IN EST/PST] Programs that air live during Early Evening on any weekday	[Range – 0-20]	[6] [SHOW IF IN EST/PST] Programs that air live during Early Evening on any weekend (<u>Saturday</u>	[Range – 0-9]

<p><u>(Monday-Friday 3pm-8pm EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Early Evening on any weekday <u>(Monday-Friday 2pm-7pm CST/MST)</u></p>		<p><u>3pm-8pm and Sunday 3pm-7pm EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Early Evening on any weekend <u>(Saturday 2pm-7pm and Sunday 3pm-6pm CST/MST)</u></p>	
<p>[3] [SHOW IF IN EST/PST] Programs that air live during Primetime on any weekday <u>(Monday-Friday 8pm-11pm EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Primetime on any weekday <u>(Monday-Friday 7pm-10pm CST/MST)</u></p>	[Range – 0-15]	<p>[7] [SHOW IF IN EST/PST] Programs that air live during Primetime on any weekend <u>(Saturday 8pm-11pm and Sunday 7pm-11pm EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Primetime on any weekend <u>(Saturday 7pm-10pm and Sunday 6pm-10pm CST/MST)</u></p>	[Range – 0-7]
<p>[4] [SHOW IF IN EST/PST] Programs that air live during Late Night on any weekday <u>(Monday-Friday 11pm-8am EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Late Night on any weekday <u>(Monday-Friday 10pm -7am CST/MST)</u></p>	[Range – 0-50]	<p>[8] [SHOW IF IN EST/PST] Programs that air live during Late Night on any weekend <u>(Saturday and Sunday 11pm-8am EST/PST)</u></p> <p>[SHOW IF IN CST/MST] Programs that air live during Late Night on any weekend <u>(Saturday and Sunday 10pm-7am CST/MST)</u></p>	[Range – 0-20]



TOTAL [TOTAL OF BOTH COLUMNS CANNOT SUM TO MORE THAN SQ08A_CODE 1]	[SHOW RUNNING TOTAL]		[SHOW RUNNING TOTAL]
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[AUTOFILL ZEROS]

- [ASEMAP CONTEXTS ASSIGNMENT (DAYTIME + EARLY EVENING, PRIMETIME, LATE NIGHT) TO BE BASED ON **WEEKDAY** DAYPART (COLUMN A) WITH HIGHEST PERCENTAGE OF ALLOTTED TIME WATCHED—DO NOT TAKE INTO ACCOUNT WEEKEND HOURS. FOR EXAMPLE, 5 OUT OF POSSIBLE 15 HOURS FOR PRIMETIME = 67% VS. 5 OUT OF 60 HOURS OF DAYTIME/EARLY EAVENING = 15%. RESPONDENT WOULD BE ASSIGNED TO PRIMETIME IF TIE FOR HIGHEST EXISTS, RANDOMELY ASSIGN TO ONE OF THE TIED GROUPS. 500 PER **WEEKDAY** DAYPART
- NEEDS TO HAVE A MINIMUM OF 2 HOURS TO BE ASSIGNED TO A **WEEKDAY** DAYPART, OTHERWISE THANK AND TERMINATE
- NEED TO TRACK QUOTAS BY PORTAL AS CAN ASSIGN TO OTHER DAYPART ONCE QUOTA FILLS, IF 2 HOUR MINIMUM FOR THAT **WEEKDAY** DAYPART IS MET

[SQ10] How often do you personally watch each of the following networks?

(Please select an option in each row)

TV Networks [FREEZE COLUMN HEADERS SO THEY ARE VISIBLE WHILE SCROLLING] [RANDOMIZE]		[1] Never watched	[2] Watch rarely	[3] Watch a few times per month	[4] Watch a few times per week	[5] Watch daily
[1] A&E		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] ABC		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Adult Swim		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] AMC		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Animal Planet		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] BET		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Boomerang		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Bounce TV		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Bravo		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Cartoon Network		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] CBS		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Centric		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Chiller		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] CNN		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] Comedy Central		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[16] Discovery Channel		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[17] E! Entertainment		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[18] Encore		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[19] ESPN		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[20]	ESPN2	o	o	o	o	o
[21]	Food Network	o	o	o	o	o
[22]	FOX	o	o	o	o	o
	[66] FOX NEWS					
[23]	Freeform (formerly ABC Family)	o	o	o	o	o
[24]	Fuse	o	o	o	o	o
[25]	FX	o	o	o	o	o
[26]	Game Show Network	o	o	o	o	o
[27]	Hallmark Channel	o	o	o	o	o
[28]	Hallmark Movie Channel	o	o	o	o	o
[29]	HBO	o	o	o	o	o
[30]	Headline News	o	o	o	o	o
[31]	HGTV	o	o	o	o	o
[32]	History Channel	o	o	o	o	o
[33]	Investigation Discovery	o	o	o	o	o
[34]	ION TV	o	o	o	o	o
[35]	Lifetime	o	o	o	o	o
[36]	Lifetime Movie Network	o	o	o	o	o
[37]	MSNBC	o	o	o	o	o
[38]	MTV	o	o	o	o	o
[39]	MTV2	o	o	o	o	o
[40]	NBA Network	o	o	o	o	o
[41]	NBC					
[42]	NFL Network	o	o	o	o	o
[43]	Nick@Nite	o	o	o	o	o



[44]	Nickelodeon	o	o	o	o	o
[45]	OWN	o	o	o	o	o
[46]	Oxygen	o	o	o	o	o
[47]	Reelz Channel	o	o	o	o	o
[48]	Showtime	o	o	o	o	o
[49]	Spike	o	o	o	o	o
[50]	Starz	o	o	o	o	o
[51]	Starz Encore	o	o	o	o	o
[52]	SYFY	o	o	o	o	o
[53]	TBS	o	o	o	o	o
[54]	The CW	o	o	o	o	o
[55]	TLC (The Learning Channel)	o	o	o	o	o
[56]	TNT	o	o	o	o	o
[57]	Travel Channel	o	o	o	o	o
[58]	TRU TV	o	o	o	o	o
[59]	TV Land	o	o	o	o	o
[60]	TV One	o	o	o	o	o
[61]	UP (formerly Gospel Music Channel)	o	o	o	o	o
[62]	USA	o	o	o	o	o
[63]	VH1	o	o	o	o	o
[64]	WE TV	o	o	o	o	o
[65]	WGN	o	o	o	o	o

[Code 6 must be >1, otherwise Thank and Terminate]

[LAPSED USERS: BET CODE 6=2 – RECRUIT MINIMUM OF 100]

[LIGHT USERS: BET CODE 6 = 3 OR 4– RECRUIT MINIMUM OF 100]

[HEAVY USERS: BET CODE 6 = 5 – RECRUIT MINIMUM OF 100]



SECTION B: CURRENT MEDIA CONSUMPTION BEHAVIORS

Welcome

Thank you for taking part in this important study. The following questions will allow us to get a better understanding of your media consumption, habits and attitudes.

The remainder of the survey will take **less than 45 minutes** to complete. While it is preferred that you take the survey in one sitting, you have the convenience of logging out and resuming the survey later on from where you left off **in all but one of the sections**. **Please note that you will be told when you are about to enter the section that needs to be completed in one sitting.**

Once you have completed the survey, you will see a screen confirming that your responses have been submitted and that you can close out of the survey.

Please click **“Next” (>>)** to continue...

[BQ06]

During a typical full week (Monday through Sunday), how many hours do you personally watch of each of the following networks?

(You do not have to fill in a response for those networks you do not watch)

[PIPE IN NETWORKS FROM SQ10 CODED 3/4/5]

[Range – 0-168 per row. AUTOFILL 0 IF NOT ANSWERED]

TV Networks	# of hours watched per week
[1] A&E	
[2] ABC	
[3] Adult Swim	
[4] AMC	

[5]	Animal Planet	
[6]	BET	
[7]	Boomerang	
[8]	Bounce TV	
[9]	Bravo	
[10]	Cartoon Network	
[11]	CBS	
[12]	Centric	
[13]	Chiller	
[14]	CNN	
[15]	Comedy Central	
[16]	Discovery Channel	
[17]	E! Entertainment	
[18]	Encore	
[19]	ESPN	
[20]	ESPN2	
[21]	Food Network	
[22]	FOX	
[66]	FOX NEWS	
[23]	Freeform (formerly ABC Family)	
[24]	Fuse	
[25]	FX	
[26]	Game Show Network	
[27]	Hallmark Channel	
[28]	Hallmark Movie Channel	
[29]	HBO	
[30]	Headline News	

[31]	HGTV	
[32]	History Channel	
[33]	Investigation Discovery	
[34]	ION TV	
[35]	Lifetime	
[36]	Lifetime Movie Network	
[37]	MSNBC	
[38]	MTV	
[39]	MTV2	
[40]	NBA Network	
[41]	NBC	
[42]	NFL Network	
[43]	Nick@Nite	
[44]	Nickelodeon	
[45]	OWN	
[46]	Oxygen	
[47]	Reelz Channel	
[48]	Showtime	
[49]	Spike	
[50]	Starz	
[51]	Starz Encore	
[52]	SYFY	
[53]	TBS	
[54]	The CW	
[55]	TLC (The Learning Channel)	
[56]	TNT	
[57]	Travel Channel	

[58] TRU TV	
[59] TV Land	
[60] TV One	
[61] UP (formerly Gospel Music Channel)	
[62] USA	
[63] VH1	
[64] WE TV	
[65] WGN	

[Code top 5 values as Top 5 Networks for each respondent and capture as variables: Top_1; Top_2; Top_3; Top_4; Top5]

[BQ07]

How would you describe your viewing behavior for each of the following types of shows?

(Please select one per row)

Types of Shows [Randomize]	[1] Never Watch	[2] Rarely Watch	[3] Sometimes Watch	[4] Regularly Watch	[5] My Favorite
[1] Animation/cartoons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Award shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Celebrity, gossip, news & information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Competition shows (like The Voice, Sunday Best)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Cooking shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Court shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Crime focused shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Documentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Entertainment news show (e.g., ET, Access Hollywood)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Game shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Home improvement/Design shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[13] Live action children/teen shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] Live music performances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] Movies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[16] Music videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[17] News (e.g. local and evening/world news)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[18] News Magazines (e.g., 60 Minutes, 20/20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[19] Reality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[20] Religious/inspiration/spiritual shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[21] Sitcoms/situation comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[22] Soap operas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[23] Live sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[24] Sports news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[25] Stand-up comedy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[26] Talk shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[27] Travel shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[28] Variety shows (like Saturday Night Live, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[BQ08a]

How would you describe your viewing behavior for each of the following programs?

(Please select one per row)

Programs [Randomize]	[1] Never Watch	[2] Rarely Watch	[3] Sometimes Watch	[4] Regularly Watch
[1] Empire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Family Feud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Judge Judy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Have & Have Nots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Scandal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Rosewood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] How To Get Away With Murder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Love & Hip Hop/Love & Hip Hop Atlanta/Love & Hip Hop Hollywood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[9] If Loving You Is Wrong	0	0	0	0
[10]		0	0	0
[11]	0	0	0	0
[12]Real Housewives of Atlanta/Real housewives of Potomac	0	0	0	0
[13]Greenleaf	0	0	0	0
[14]Black Ink Crew/ Black Ink Crew Chicago	0	0	0	0
[15]Law & Order/Law & Order SVU	0	0	0	0
[16]Queen Sugar	0	0	0	0
[17]Little Big Shots	0	0	0	0
[18]Power	0	0	0	0
[19]Stevie J & Joseline	0	0	0	0
[20]K Michelle – My Life	0	0	0	0
[21]	0	0	0	0
[22]Being Mary Jane	0	0	0	0
[23]Walking Dead	0	0	0	0
[24]Grey’s Anatomy	0	0	0	0
[25]Black-ish	0	0	0	0
[26]NCIS/ NCIS Los Angeles/ NCIS New Orleans	0	0	0	0
[27]	0	0	0	0
[28]	0	0	0	0
[29]Maury	0	0	0	0
[30]Dancing with the Stars	0	0	0	0
[31]Wheel of Fortune	0	0	0	0
[32]Price is Right	0	0	0	0
[33]Judge Mathis	0	0	0	0
[34]TI & Tiny – Family Hustle	0	0	0	0
[35]	0	0	0	0
[36]Hot Bench	0	0	0	0
[37]Wendy Williams Show	0	0	0	0
[38]	0	0	0	0
[39]Hit the Floor	0	0	0	0
[40]Chicago PD/Chicago Fire	0	0	0	0
[41]TMZ	0	0	0	0

[42]The Voice	0	0	0	0
[43]America's Got Talent	0	0	0	0
[44]Hawaii Five-O	0	0	0	0
[45]	0	0	0	0
[46]Basketball Wives/Basketball Wives Los Angeles	0	0	0	0
[47]Steve Harvey Show	0	0	0	0
[48]Let's Make a Deal	0	0	0	0
[49]Divorce Court	0	0	0	0
[50]	0	0	0	0
[51]Modern Family	0	0	0	0
[52]Entertainment Tonight	0	0	0	0
[53]Criminal Minds/Criminal Minds Beyond Borders	0	0	0	0
[54]Madam Secretary	0	0	0	0
[55]Blind Spot	0	0	0	0
[56]Lucifer	0	0	0	0
[57]Game of Thrones	0	0	0	0
[58]Quantico	0	0	0	0
[59]The Real	0	0	0	0
[60]Code Black	0	0	0	0
[61]Blacklist	0	0	0	0
[62]Bring It	0	0	0	0
[63]Dish Nation	0	0	0	0
[64]The Cleveland Show	0	0	0	0
[65]Rap Game	0	0	0	0
[66]Rob & Chyna	0	0	0	0
[67]Keeping Up with the Kardashians	0	0	0	0
[68]Real Husbands of Hollywood	0	0	0	0
[69]Iyanla – Fix My Life	0	0	0	0
[70]Love Thy Neighbor	0	0	0	0
[71]	0	0	0	0
[72]Ballers	0	0	0	0
[73]Insecure	0	0	0	0
[74]Atlanta	0	0	0	0
[75]Unsung	0	0	0	0

[76] Braxton Family Values	0	0	0	0
[77] Mary Mary	0	0	0	0
[78] 60 Minutes	0	0	0	0
[79] Blue Bloods	0	0	0	0
[80]	0	0	0	0
[81] American Crime	0	0	0	0
[82]	0	0	0	0
[83] Shades of Blue	0	0	0	0
[84] For Better or Worse	0	0	0	0
[85] Gotham	0	0	0	0
[86] Family Guy	0	0	0	0
[87] Orange is the New Black	0	0	0	0
[88] Luke Cage	0	0	0	0
[89] House of Cards	0	0	0	0
[90] The Get Down	0	0	0	0
[91] A Different World	0	0	0	0
[92] Martin	0	0	0	0
[93] Living Single	0	0	0	0
[94] Girlfriends	0	0	0	0
[95] The Cosby Show	0	0	0	0
[96] The Young & The Restless	0	0	0	0
[97] The Bold & The Beautiful	0	0	0	0
[98] House of Payne	0	0	0	0
[99]	0	0	0	0
[100] CNN Tonight with Don Lemon	0	0	0	0
[101] CNN Newsroom (Live)	0	0	0	0
[102] MSNBC Live (Place for Politics)	0	0	0	0
[103] Anderson Cooper 360	0	0	0	0



[BQ08aa]

[Don't show for respondents who select ≤10 shows in Columns 3 and 4 for BQ08a. Please add counter that shows number of shows selected with each click. If fewer than 10 shows selected for columns 3 and 4 in BQ08a, count all selected as 3 or 4 as top-10 and skip question.]

Thinking of the shows that you watch at least some of the time, please select your top 10 shows to watch.

(Please select 10 shows)

Programs [Randomize]	[5] My Favorites
[PIPE SHOWS SELECTED IN COLUMNS 3 and 4 FOR BQ08a]	o

[BQ08ab]

Thinking of your favorite shows, please indicate how you typically watch each show?

(Please select one per row)

	[1] Watch live first time aired	[2] Watch later in week (within 3 days)	[3] Catch up on the weekend	[4] Binge watch all at once
Programs [Randomize]				
[PIPE SHOWS SELECTED IN BQ08aa, or FROM BQ08a IF 10 OR LESS SHOWS SELECTED]	o	o	o	o

[Ask if watches Award Shows: BQ07 Code 2 ≠1(Never watch)]

[BQ08b].

You indicated that you watch award shows. In the last 12 months, which of the following did you watch?

(You may only select one as your favorite.)

Programs [Randomize]	[A]	[B]
----------------------	-----	-----



	Watched in the Past 12 Months	Favorite to watch
[28] I don't watch award shows [EXCLUSIVE]	0	
[1] Black Girls Rock	0	0
[2] The Soul Train Awards	0	0
[3] The BET Awards	0	0
[4] The BET Hip Hop Awards	0	0
[5] The BET Honors	0	0
[6] A Celebration of Hollywood	0	0
[7] The Academy Awards/Oscars	0	0
[8] The Primetime Emmys	0	0
[9] The Golden Globes	0	0
[10] The VMAs	0	0
[11] The MTV Movie Awards	0	0
[12] The People's Choice Awards	0	0
[13] Hip Hop Honors	0	0
[14] The American Music Awards	0	0
[15] The Billboard Awards	0	0
[16] The Grammys	0	0
[17] iHeartRadio Music Awards	0	0
[18] The Tony Awards	0	0
[19] The Teen Choice Awards	0	0
[20] The NAACP Image Awards	0	0
[21] The ESPYs	0	0
[22] The Kid's Choice Awards	0	0
[23] The SAG (Screen Actors' Guild Awards)	0	0
[24] The Stellar Awards	0	0
[25] The Trumpet Awards	0	0
[26] The Daytime Emmy Awards	0	0
[27] The Dove Awards	0	0

[Only allow one choice in column 2. Allow no choices in column 1 if one choice in column 2 selected. Keep header row static and allow scrolling down list.]

Quota Group	Group Description	Criteria	Action in FQ01
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Awards_1BET _0Non	Watches only one BET show, and no non-BET shows	Only 1 option selected from BQ08b_1 through BQ08b_6. No options selected from BQ08b_7 through BQ08b_27	<ul style="list-style-type: none"> • Pipe back option selected
Awards_0BET _1Non	Watches no BET shows and 1 non- BET show	No options selected from BQ08b_1 through BQ08b_6. Only 1 option selected from BQ08b_7 through BQ08b_27	<ul style="list-style-type: none"> • Pipe back option selected
Awards_1BET _1Non	Watches only 1 BET show and 1 non-BET show	1 option selected from BQ08b_1 through BQ08b_6. 1 option selected from BQ08b_7 through BQ08b_27	<ul style="list-style-type: none"> • Pipe back all options selected
Awards_2BET _0Non	Watches 2 or more BET shows, and no non-BET shows	2 or more options selected from BQ08b_1 through BQ08b_6	<ul style="list-style-type: none"> • If any option selected as B in BQ08b, pipe back that option, and <u>randomly</u> pipe back one other option selected as A in BQ08b. • If no option selected as B in BQ08b, <u>randomly</u> pipe back 2 options selected as A in BQ08b
Awards_2BET _1Non	Watches 2 or more BET shows and only one non-BET show	2 or more options selected from BQ08b_1 through BQ08b_6. 1 option selected from BQ08b_7 through BQ08b_27	<p>Pipe back any option selected as B in BQ08b</p> <ul style="list-style-type: none"> • If option selected as B is BQ08b_1 through BQ08b_6, <u>randomly</u> pipe back 1 other option selected as A from BQ08b_1 through BQ08b_6, and pipe back 1 option selected as A from BQ08b_7 through BQ08b_27. • If option selected as B is BQ08b_7 through BQ08b_27, <u>randomly</u> pipe back 2 options



			<p>selected as A from BQ08b_1 through BQ08b_6</p> <ul style="list-style-type: none"> If no option selected as B, <u>randomly</u> pipe back 2 options selected as A from BQ08b_1 through BQ08b_6, and one option selected as A from BQ08b_7 through BQ08b_27
Awards_2BET_2Non	Watches 2 or more BET shows and 2 or more non-BET shows	2 or more options selected from BQ08b_1 through BQ08b_6. 2 or more options selected from BQ08b_7 through BQ08b_27	<p>Pipe back any option selected as B in BQ08b</p> <ul style="list-style-type: none"> If option selected as B is BQ08b_1 through BQ08b_6, <u>randomly</u> pipe back 1 other option selected as A from BQ08b_1 through BQ08b_6, and <u>randomly</u> pipe back 2 options selected as A from BQ08b_7 through BQ08b_27. If option selected as B is BQ08b_7 through BQ08b_27, <u>randomly</u> pipe back 1 other option selected as A from BQ08b_7 through BQ08b_27, and <u>randomly</u> pipe back 2 options selected as A from BQ08b_1 through BQ08b_6 If no option selected as B, <u>randomly</u> pipe back 2 options selected as A from BQ08b_1 through BQ08b_6, and 2 options selected as A from BQ08b_7 through BQ08b_27
Awards_1BET_2Non	Watches only 1 BET show and 2 or more non-BET shows	1 option selected from BQ08b_1 through BQ08b_6. 2 or more options selected from BQ08b_7 through BQ08b_27	<p>Pipe back any option selected as B in BQ08b</p> <ul style="list-style-type: none"> If option selected as B is BQ08b_1 through BQ08b_6, <u>randomly</u> pipe back 2 options selected as A from BQ08b_7 through BQ08b_27 If option selected as B is BQ08b_7 through BQ08b_27, <u>randomly</u> pipe back 1 other options selected as A from BQ08b_7 through BQ08b_27, and pipe back pipe back 1 option



			selected as A from BQ08b_1 through BQ08b_7 • If no option selected as B, pipe back 1 option selected as A from BQ08b_1 through BQ08b_6, and <u>randomly</u> pipe back 2 options selected as A from BQ08b_7 through BQ08b_27
Awards_OBET _2Non	Watches no BET shows and 2 or more non-BET shows	No options selected from BQ08b_1 through BQ08b_6. 2 or more options selected from BQ08b_7 through BQ08b_27	• If any option selected as B in BQ08b, pipe back that option, and <u>randomly</u> pipe back one other option selected as A in BQ08b. • If no option selected as B in BQ08b, <u>randomly</u> pipe back 2 options selected as A in BQ08b
Awards_None	Watches no award shows	No options selected in BQ08b	Do not show FQ01

[BQ09]

During a typical full week (Monday through Sunday), how many hours do you spend on the Internet total (work and home combined)? Please include time spent using email.

[Open Text Box – Range 0 to 168]

[BQ09a] How often do you personally access the following websites?

(Please select an option in each row)

Websites [FREEZE COLUMN HEADERS SO THEY ARE VISIBLE WHILE SCROLLING] [RANDOMLY SHOW 20 SITES]	[1] Never accessed	[2] Access rarely	[3] Access a few times per month	[4] Access a few times per week	[5] Access daily
[1] Allhiphop	o	o	o	o	o

[2]	0	0	0	0	0
[3]	0	0	0	0	0
[4] BET	0	0	0	0	0
[5]	0	0	0	0	0
[6]	0	0	0	0	0
[7] Blavity	0	0	0	0	0
[8] Bossip	0	0	0	0	0
[9] BuzzFeed	0	0	0	0	0
[10] Complex	0	0	0	0	0
[11]	0	0	0	0	0
[12] Ebony	0	0	0	0	0
[13] ESPN	0	0	0	0	0
[14] Essence	0	0	0	0	0
[15] ETOnline	0	0	0	0	0
[16]	0	0	0	0	0
[17] Fox Sports	0	0	0	0	0
[18] Global Grind	0	0	0	0	0
[19]	0	0	0	0	0
[20] Huffington Post	0	0	0	0	0
[21] Media Takeout	0	0	0	0	0
[22]	0	0	0	0	0
[23] MTV	0	0	0	0	0
[24] NBA	0	0	0	0	0
[25] Necole Bitchie	0	0	0	0	0
[26] NFL	0	0	0	0	0
[27] OWN	0	0	0	0	0
[28] Perez Hilton	0	0	0	0	0



[29]	PopSugar	o	o	o	o	o
[30]	Ricky Smiley Morning Show	o	o	o	o	o
[31]	Sohh	o	o	o	o	o
[32]	Steve Harvey Morning Show	o	o	o	o	o
[33]	The Fader	o	o	o	o	o
[34]	The Grio	o	o	o	o	o
[35]	The Root	o	o	o	o	o
[36]	The Shade Room	o	o	o	o	o
[37]	TMZ	o	o	o	o	o
[38]	TV One	o	o	o	o	o
[39]	VH1	o	o	o	o	o
[40]	World Star Hip Hop	o	o	o	o	o
[41]	XXLMag	o	o	o	o	o
[42]		o	o	o	o	o

[BQ09b]

During a typical full week (Monday through Sunday), how many hours do you personally spend on each of the following websites?

[PIPE IN FROM SQ06a_CODES 1,2,4,5,6,7,8,16 or 17 WHERE COLUMNS 3,4,5, SELECTED AND BQ09a WHERE COLUMNS 3/4/5 SELECTED]

[Range – 0-168 per row. ALLOW OVERALL TOTAL TO SUM TO MORE THAN BQ09. AUTOFILL ZEROS]

Websites	# of hours per week
[1] Amazon Video	
[2] Apple Music	

[3]	Facebook	
[4]	Hulu	
[5]	Instagram	
[6]	iTunes	
[7]	KIK	
[8]	LinkedIn	
[9]	Music.ly	
[10]	Netflix	
[11]	Pandora	
[12]	Periscope	
[13]	Pinterest	
[14]	Shazam	
[15]	Spotify	
[16]	Tumblr	
[17]	Twitter	
[18]	VEVO	
[19]	Allhiphop	
[20]		
[21]		
[22]	BET	
[23]		
[24]		
[25]	Blavity	
[26]	Bossip	
[27]	BuzzFeed	
[28]	Complex	
[29]		
[30]	Ebony	

[31]	ESPN	
[32]	Essence	
[33]	ETOnline	
[34]		
[35]	Fox Sports	
[36]	Global Grind	
[37]		
[38]	Huffington Post	
[39]	Media Takeout	
[40]		
[41]	MTV	
[42]	NBA	
[43]	Necole Bitchie	
[44]		
[45]	NFL	
[46]	OWN	
[47]	Perez Hilton	
[48]		
[49]	PopSugar	
[50]	Ricky Smiley Morning Show	
[51]	Sohh	
[52]	Steve Harvey Morning Show	
[53]	The Fader	
[54]	The Grio	
[55]	The Root	
[56]	The Shade Room	
[57]	TMZ	
[58]	TV One	



[59]	VH1	
[60]	World Star Hip Hop	



SECTION C: OCCASIONS

[New Screen]

Next, we would like to ask you some questions about how and when you watch TV shows. These shows can be watched on traditional TV, on a tablet, computer, your smartphone or via media players, like the Amazon Firestick.

We recognize that you may watch television programming at different times. Please think about how and when you watch television programming for the next few questions.

CQ01.

We'd like you to think about how you watch television programming. Looking at the table below, please indicate what **percent** of time you watch television shows in the following manner.

Your answers should sum to 100%.

	% of Time spent watching television programming		
[Randomize]	[ONLY SHOW COLUMN IF SQ09_CODES1+2 >0] [SHOW IF SQ01cb= EST/PST] Percent during Daytime and Early Evening (Monday-Saturday 8am-8pm, Sunday 8pm-8pm, Sunday 8pm-8pm, Sunday 8pm-8pm)	[ONLY SHOW COLUMN IF SQ09_CODE3>0] [SHOW IF ZSQ01cb= EST/PST] Percent during Primetime (Monday-Saturday 8pm-11pm, Sunday 7pm-11pm EST/PST)	[ONLY SHOW COLUMN IF SQ09_CODE4>0] [SHOW IF SQ01cb= EST/PST] Percent during Late Night (11pm-8am EST/PST) [SHOW IF SQ01cb= CST/MST] Late Night (10pm - 7am CST/MST)



	<u>8am-7pm EST/PST)</u> [SHOW IF SQ01cb= CST/MST] Percent during Daytime and Early Evening (Monday- Saturday 7am- 7pm, Sunday 7am-6pm CST/MST)	[SHOW IF SQ01cb= CST/MST] Percent during Primetime (Monday- Saturday 7pm- 10pm, Sunday 6pm-10pm CST/MST)	
[1] By myself			
[2] With younger children			
[3] With teens			
[4] With my spouse/significant other			
[5] With the entire family/household			
[6] With friends			
[7] Other (Please specify)			
TOTAL	[MUST SUM TO 100%. KEEP RUNNING TOTAL]	MUST SUM TO 100%. KEEP RUNNING TOTAL]	MUST SUM TO 100%. KEEP RUNNING TOTAL]

CQ04.

Please indicate what you are using your smart phone/device for while watching television programming.

Please select all that apply.

- [1] I don't use a smartphone/device while watching television [Exclusive]
 - [2] Keeping myself occupied during commercials or breaks in what I'm watching
 - [3] Keep myself occupied when I'm not interested in what I'm watching
 - [4] Checking whether something I heard was true or not
 - [5] Visiting a website mentioned on TV
 - [6] Exchanging text messages with someone watching the program
 - [7] Exchanging text messages with someone NOT watching the program
 - [8] Posting my own comments online (e.g., Facebook, Twitter, etc.) about the program I am watching
 - [9] Browsing social media for other reasons, not related to television show
 - [10] Surfing the internet for other reasons, not related to the television show
 - [11] Voting for a reality show contestant
-



SECTION D: ASEMAPSM – TRADE-OFF

[Instructions screen]

[ASSIGN 500 RESPONDENTS INTO EACH OF THE FOLLOWING ASEMAP CONTEXTS BASED ON SQ01c and SQ08:

- DAYTIME AND EARLY EVENING
- PRIME TIME
- LATE NIGHT]

Information

Thank you for your responses so far. In this section, you will be shown a list of benefits that might be important to you in choosing a television program to watch. Please remember that the media can be in any format (e.g., TV, internet site, etc.).

You have indicated that you watch TV during different parts of the day. For this exercise, we want you to think about what you watch during [ASSIGNED DAYPART: Daytime/early evening, Primetime, Late night].

[SHOW IF SQ01cb= EST/PST]

[DAYTIME and EARLY EVENING] **You will be asked to rate how important these benefits are in your choice of television programs to watch during the daytime and early evening (Monday - Saturday 8am-8pm, Sunday 8am-7pm EST/PST).**

[PRIMETIME] **You will be asked to rate how important these benefits are in your choice of television programs to watch during primetime (Monday-Saturday 8pm-11pm, Sunday 7pm-11pm EST/PST).**

[LATE NIGHT] **You will be asked to rate how important these benefits are in your choice of television programs to watch late at night (11pm-8am, 10pm -7am EST/PST).**

[SHOW IF SQ01cb= CST/MST]



[DAYTIME and EARLY EVENING] You will be asked to rate how important these benefits are in your choice of television programs to watch during the daytime and early evening (Monday-Saturday 7am-7pm, Sunday 7am-6pm CST/MST).

[PRIMETIME] You will be asked to rate how important these benefits are in your choice of television programs to watch during primetime (Monday-Saturday 7pm-10pm, Sunday 6pm-11pm CST/MST).

[LATE NIGHT] You will be asked to rate how important these benefits are in your choice of television programs to watch late at night (10pm -7am CST/MST).

While reading through these attributes, **please only consider how these would impact your choice.**

PLEASE NOTE THAT THIS SECTION MUST BE COMPLETED IN ONE SITTING. YOU WILL NOT BE ABLE TO RETURN TO THE QUESTIONNAIRE IF YOU LOG OUT DURING THIS SECTION.

If you need to pause and return later, please do so before starting this section. This section will take approximately 15 minutes to complete.

Click **Next (>>)** to Continue.

[Not to be programmed, a separate link will be sent]

[This step is intended to categorize attributes into groups based on their importance]

Categorization: Please review the full list of attributes below, and pick # [TBD based on total number of attributes] attributes that are most important to you in choosing a television programs to watch.

[This step is intended to rank attributes within the above determined categories. This will provide us with a ranking of attributes within each category and hence at the overall level]

Ranking: Please continue to think about attributes that are most important to you while choosing a television programs to watch. Please click and drag the attributes on this page so that they are ordered from the most important (on the top) to the least important (at the bottom).

[This step enables respondents to trade-off pairs of attributes. This will ultimately determine the magnitude of each attribute's importance in the choice]



Pair Comparison: When thinking about attributes that are most important to you while choosing a television programs to watch, which of the two attributes below are more important to you? By how much more? [# of pairs shown depends on the # of attributes]

[This step enables respondents to rate the desirability of levels within an attribute]

Desirability: When choosing a television programs to watch, please rate how desirable each of the following possibilities for [attribute] is to you.

[This is the validation step in which profiles are shown]

Click **Next (>>)** to Continue.

THEME	NEW CODE	Attribute
Adventure	AD-1	Is adventurous and thrilling to watch
Adventure	AD-2	Offers sports commentary from a Black perspective
Adventure	AD-3	Engages me in a competition happening on a show
Adventure	AD-4	Let's me play along with participants
Adventure	AD-5	Gives me the inside story or behind-the-scenes perspective
Co-Viewing	CV-1	Brings the family together
Co-Viewing	CV-2	Showcases musical talent / performances
Diverse	DR-1	Represents the diverse Black experience, both good and bad
Eye Candy (Star Power)	EC-1	Features a recognizable cast
Family	FA-1	Helps me talk to my kids about difficult things
FOMO (Fear of Missing Out)	FO-1	Is layered with twists and turns
Guilty Pleasure	GP-1	Provides drama that I don't have (or want) in my life
Guilty Pleasure	GP-2	Helps me de-stress because it is light-hearted and doesn't make me think too hard

Guilty Pleasure	GP-3	Keeps me up-to-date on celebrity gossip
Infotainment	IF-1	Facilitates discussion about real-life issues and current events
Infotainment	IF-2	Gives me ideas for improving my life
Infotainment	IF-3	Entertains while giving me information
Infotainment	IF-4	makes me feel smart
Inspirational	IP-1	Celebrates Black Excellence
Inspirational	IP-2	Portrays the grind and the pay-off
Inspirational	IP-3	Uplifts my faith
Multi-Tasking / Background	MT-1	I can watch while doing other things
Relatability	RL-1	Allows me to find comic relief in everyday situations
Relatability	RL-2	Reminds me of my youth
Relatability	RL-3	Discovers unknown Black talent
Relatability	RL-4	Recognizes/rewards great achievements in entertainment & culture from the past year
Relatability	RL-5	Makes me laugh
Relatability	RL-6	Makes me cry
Relatability	RL-7	That has loveable but damaged characters I root for
Relatability	RL-8	That shows people who thrive in spite of humble beginnings
Other	OR-1	Makes me root for the good guy or girl
Other	OR-2	Tugs at my heart strings
Other	OR-3	Is filled with happy endings
Other	OR-4	Is about people from two different worlds falling in love



Other	OR-5	Is about a group of friends experiencing life together



SECTION E: TV SHOW PERFORMANCE

[EQ01a]

Thinking of all of the shows that you watch that air during [INSERT ASSIGNED DAYPART], please indicate how well the shows that air during that time period perform on the following benefits.

BENEFITS	[1] Extremely Poor Performance	[2] Somewhat Poor Performance	[3] Neither Poor nor Good Performance	[4] Somewhat Good Performance	[5] Extremely Good Performance	[6] Not Applicable
[INSERT TOP-10 BENEFITS]						

[EQ01]

Please think for a moment about how each of the below television programs perform on your top benefits choice. On a scale of 1-5, where 1 = “Extremely Poor Performance”, and 5 = “Extremely Good Performance”, please rate how well does each television programs meets your needs.

Now, rate each of the below television programs that you watch on the following benefits:
[INSERT ATTRIBUTE NAME IN BOLD FONT] [PIPE TOP 10 ATTRIBUTES FROM ASEMAP, REPEAT QUESTION FOR EACH OF THE 10 ATTRIBUTES]

[FOR EACH DAYPART RESPONDENT SHOW SEE UP TO 8 OF THE SHOWS SHOWN BELOW. PRIORITIZATION ON SHOWS THAT ARE BOTH BQ08aa CHOSEN IN AND LIST BELOW FOR ASSIGNED DAYPART. IF CANNOT GET 8 SHOWS TO PIPE IN FROM WITH THIS, RANDOMLY SELECT BALANCE THAT THEY WATCH (CODES 3 AND 4 IN BQ08A) AND SHOWS LISTED BELOW FOR ASSIGNED DAYPART]

[SHOW TO DAYTIME AND EARLY EVENING] Daytime and Early Evening TV Programs [SHOW IF IN EST/PST]	[1] Extremely Poor Performance	[2] Somewhat Poor Performance	[3] Neither Poor nor Good Performance	[4] Somewhat Good Performance	[5] Extremely Good Performance	[6] Not Applicable
--	---	--	--	--	---	-----------------------



(Monday-Saturday 8am-8pm, Sunday 8am-7pm EST/PST) [SHOW IF Z IN CST/MST] (Monday-Saturday 7am-7pm, Sunday 7am-6pm CST/MST) [Randomize]						
[1] A Different World	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Bold and Beautiful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Dish Nation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Divorce Court	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Family Feud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Girlfriends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] Hot Bench	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] House of Payne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Judge Judy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] Judge Mathis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Let's Make a Deal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] Living Single	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] Martin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] Maury	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] Steve Harvey Show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[16] The Real	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[17] The Young & the Restless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[18] Wendy Williams Show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[67] Law and Order/Law and Order SVU						
[68] CNN Newsroom (Live)						
[69] MSNBC Live (Place for Politics)						
[SHOW TO PRIMETIME] Primetime TV Programs [SHOW IF IN EST/PST] (Monday-Saturday 8pm-11pm EST/PST, Sunday 7pm-11pm) [SHOW IF IN CST/MST] (Monday-Saturday 7pm-10pm, Sunday 6pm-10pm CST/MST) [Randomize] [SHOW 8 SHOWS FROM LIST BELOW CODED 3/4/5 IN BQ08A]	[1] Extremely Poor Performance	[2] Somewhat Poor Performance	[3] Neither Poor nor Good Performance	[4] Somewhat Good Performance	[5] Extremely Good Performance	[6] Not Applicable
[19]	○	○	○	○	○	○
[20]Atlanta	○	○	○	○	○	○
[21]Being Mary Jane	○	○	○	○	○	○
[22]Black Ink Crew/Black Ink Crew Chicago	○	○	○	○	○	○
[23]Black-ish	○	○	○	○	○	○
[24]Blacklist	○	○	○	○	○	○
[25]Braxton Family Values	○	○	○	○	○	○
[26]Empire	○	○	○	○	○	○
[27]Girlfriends	○	○	○	○	○	○
[28]Greenleaf	○	○	○	○	○	○

[29]Have & Have Nots	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[30]House of Payne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[31]How to Get Away With Murder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[32]Insecure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[33]Iyanla - Fix My Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[34]Judge Judy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[35]Law & Order/Law & Order SVU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[36]Living Single	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[37]Love & Hip Hop/ Love & Hip Hop Atlanta/Love & Hip Hop Hollywood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[38]Luke Cage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[39]Martin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[40]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[41]Modern Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[42]Orange is the New Black	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[43]Power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[44]Queen Sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[45]Real Housewives of Atlanta/ Real Housewives of Potomac	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[46]Real Husbands of Hollywood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[47]Rosewood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[48]Scandal	○	○	○	○	○	○
[49]The Cleveland Show	○	○	○	○	○	○
[50]The Get Down	○	○	○	○	○	○
[51]The Real	○	○	○	○	○	○
[52]Unsung	○	○	○	○	○	○
[53]Walking Dead	○	○	○	○	○	○
[54]Wendy Williams Show	○	○	○	○	○	○
[65]						
[66]						
[70] CNN Tonight with Don Lemon						
[71] Anderson Cooper 360						
[SHOW TO LATE NIGHT] Late Night TV Programs [SHOW IF ZIP IN EST/PST] (11pm-8am EST/PST) [SHOW IF IN CST/MST] (10pm -7am CST/MST) [RANDOMIZE] [SHOW 8 SHOWS IN LIST BELOW CODED 3/4/5 IN BQ08A]	[1] Extremely Poor Performance	[2] Somewhat Poor Performance	[3] Neither Poor nor Good Performance	[4] Somewhat Good Performance	[5] Extremely Good Performance	[6] Not Applicable
[55]A Different World	○	○	○	○	○	○
[56]Girlfriends	○	○	○	○	○	○
[57]House of Payne	○	○	○	○	○	○
[58]Judge Judy	○	○	○	○	○	○

[59]Living Single	○	○	○	○	○	○
[60]Martin	○	○	○	○	○	○
[61]Maury	○	○	○	○	○	○
[62]The Cleveland Show	○	○	○	○	○	○
[63]The Real	○	○	○	○	○	○
[64]Wendy Williams Show	○	○	○	○	○	○



SECTION F: AWARD SHOW PERFORMANCE

[FQ01]

[SKIP FOR THOSE WHO DO NOT WATCH AWARD SHOWS]

Please think for a moment about how each of the below award shows perform on your top benefits choice. On a scale of 1-5, where 1 = “Extremely Poor Performance”, and 5 = “Extremely Good Performance”, please rate how well does each award show meets your needs.

Now, rate each of the below award show(s) that you watch on the following benefits: [SEE BQ08 FOR INSTRUCTIONS FOR PIPE INS--INSERT AWARD SHOW IN BOLD FONT] [SHOW RANDOMIZED 5 AWARD SHOW ATTRIBUTES FROM LIST BELOW, REPEAT QUESTION FOR EACH OF THE AWARD SHOWS PIPED BACK FROM BQ08]

Attributes [Randomize]	[1] Extremely Poor Performance	[2] Somewhat Poor Performance	[3] Neither Poor nor Good Performance	[4] Somewhat Good Performance	[5] Extremely Good Performance
[ASE5] Gives me the inside story or behind-the-scenes perspective					
[ASE6] Brings the family together					
[ASE9] Showcases musical talent / performances					
[ASE21] Helps me de-stress because it is light-hearted and doesn't make me think too hard					

[ASE22] Keeps me up-to-date on celebrity gossip					
[ASE27] Celebrates Black excellence					
[ASE31] I can watch while doing other things					
[ASE33] Reminds me of my youth					
[ASE34] Discovers unknown Black talent					
[ASE35] Recognizes/rewards great achievements in entertainment & culture from the past year					
[ASE36] Makes me laugh					
[ASE37] Makes me cry					



SECTION G: ATTITUDES

[GQ01]

Below are a number of statements about your general outlook on life.

On a scale of 1-5, please indicate to what degree you agree or disagree with each statement.
(Please select one answer in each row)

[RANDOMIZE]	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
[1] It is very important to me that I make time to spend with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] I need to know close friends have my back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Religious beliefs / Spiritual growth is a main part of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] I am extremely proud of my family's accomplishments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] I always stand up for what I believe in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] I always try to live life to the fullest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9] Being well liked is very important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] I have the confidence to speak my mind in any group/situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[11] Finding the right person to share my life with is extremely important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] People often tell me that I need to improve my attitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13] I am focused on spending more “me” time without others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] I am worried that I will never be able to fulfill my dreams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] I am really social and like having others around.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[GQ02]

Below are some more statements about how you view your life.

On a scale of 1-5, please indicate to what degree you agree or disagree with each statement.

(Please select one answer in each row)

[RANDOMIZE]	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
[1] Career/ Professional growth is my top priority in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] I am focused on fulfilling my dreams and accomplishing my goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] I want to be known as someone people trust/respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] I want to start a new business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Finishing school/ Continuing my education is currently my top priority in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[6] My priority right now is working on building a financial cushion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] I want to change to a better paying job or job that has more potential for advancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[GQ05]

The next group of statements help you reflect on aspects of your culture. How important are these statements for you?

On a scale of 1-5, please indicate to what degree of importance each statement has for you.
(Please select one answer in each row)

RANDOMIZE	[1] Extremely Unimportant	[2] Somewhat Unimportant	[3] Neutral	[4] Somewhat Important	[5] Extremely Important
[1] Being a proud member of my race or ethnic group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Taking time to pass along family traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] Participating in events that celebrate my heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] Sharing my heritage/culture with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Being a positive representative/role model of my culture helps others understand me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Having friends/ family/ social media followers take my advice on what to buy or try is very important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



[7] Inspiring others to become their best self	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] Constantly thinking about how I can make a real difference in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[9]					

[GQ06]

How much do you agree or disagree with each of the following statements?

On a scale of 1-5, please indicate to what degree you agree or disagree with each statement.
(Please select one answer in each row)

RANDOMIZE	[1] Strongly Disagree	[2] Disagree	[3] Neutral	[4] Agree	[5] Strongly Agree
[1] I regularly shop at black owned businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[2] Overall, my community is treated fairly by the police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[3] My children must have access to quality education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[4] The neighborhood feels like a community to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[5] Black-on-black crime is the most important issue facing our community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[6] Protesting gives a voice to the issues we're currently facing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[7] A part of my identity is rooted in the neighborhood where I grew up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[8] The way the media portrays my race impacts how others treat me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[9] The media's portrayal of my race affects how I see myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[10] I do not trust people of other races/ethnicities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[11] Improving the education system would make a difference in our community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[12] An unjust system is the primary reason for the high incarceration rate among blacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[13]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[14] Being well read is not valued in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[15] It is fine for other groups to copy traditional black style/heritage/art without understanding its origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[16]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[17]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[18] The Black Lives Matter campaign is extremely relevant to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[19]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[20] Investing in our communities would make a big difference for African Americans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[21]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[22] It is important to watch TV shows featuring African Americans with mainstream appeal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[23] It is important to watch TV shows that feature African American actors/actresses who are known within our community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Select three words that best describe who you are.

(Please select three)

- [1] Adventurous
- [2] Ambitious
- [3] A Geek/Nerd
- [4] Cool
- [5] Confident
- [6] Creative
- [7] Curious
- [8] Cynical
- [9] Disciplined
- [10] Easy going
- [11] Eclectic
- [12] Family-oriented
- [13] Fun loving
- [14] Funny
- [15] Leader
- [16] Independent
- [17] Impulsive
- [18] Intellectual
- [19] Sophisticated
- [20] Stylish
- [21] None of these [Exclusive]

[GQ04]

Select three more words that best describe your personal style.

(Please select three)

- [1] Athletic
- [2] Fashionable
- [3] Life of the party
- [4] Open-minded
- [5] Passionate
- [6] Risk-taker
- [7] Spiritual
- [8] Optimistic
- [9] Sexy
- [10] Quirky
- [11] Classic

-
- [12] Trendy
 - [13] Unique
 - [14] Eclectic
 - [15] Relaxed
 - [16] Conservative
 - [17] Casual
 - [18] None of these [Exclusive]



SECTION H: DEMOGRAPHICS

[HQ02] Which of the following best describes your employment status?

(Please select one.)

- [1] Employed full-time (30+ hours/week)
- [2] Employed part-time (less than 30 hours/week)
- [3] Homemaker
- [4] Not currently employed
- [5] Student
- [6] Retired
- [7] Other

PN: PLEASE ALSO DEVELOP NIELSEN VARIABLES FOR THE FOLLOWING:

Full-time (30+ hours/week) = CODE 1

Part-time (less than 30 hours/week) = CODE 2

Not working = CODES 3 to 7

[HQ04a]

How many people, including yourself, live in your household?

(Please select one.)

- [1] 1
 - [2] 2
 - [3] 3
 - [4] 4
 - [5] 5 or more
-

[HQ05b]

Are there children living in your household in any of the following age groups?

(Please select all that apply)

- [1] 0 – 5 years [SHOW ONLY IF SQ04=1 (YES)]
 - [2] 6 - 11 years [SHOW ONLY IF SQ04=1 (YES)]
 - [3] 12 - 17 years [SHOW ONLY IF SQ04=1 (YES)]
 - [4] 18 - 24 years
 - [5] I do not have any children under age 25 living in my household [SHOW ONLY TO SQ04=2]
-

[HQ10]

Is your current residence rented or owned?

(Please select one)

- [1] Owned
- [2] Rented

[HQ13]

How many TV sets are regularly used in your household?

(Please select one)

- [1] 0
 - [2] 1
 - [3] 2
 - [4] 3
 - [5] 4+
-

Thank you very much for your participation in this survey.