**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

1. 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 2. Magazines 3. Computer (Desktop or Laptop, etc.) 4. Smart phone/Cell Phone 5. Mobile Device (Tablet, e-Reader, Game Console, etc.) 6. Books 7. Radio 8. Movie Theater/Cineplex 9. Download/Stream shows 10. Download/ Stream 3-5 min videos 11. Download/Stream 5-7 min videos 12. DIY (Do it yourself) videos 13. Product Reviews 14. Vlog (Video Blog) 15. Educational videos 16. Prank videos | O  O  O  O  O  O  O  O | O  O  O  O  O  O  O  O | O  O  O  O  O  O  O  O | O  O  O  O  O  O  O  O | O  O  O  O  O  O  O  O |

[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. …..weekday (Monday to Friday), how many hours of television do you watch? (0 to 24 hours) | [Range – 0-<24] |
| 1. …..weekend (Saturday and Sunday), 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 **Monday through Friday** | Timeslots on a typical **weekend (Saturday and Sunday**) | [B]  No. of hours on **Saturday and Sunday** |
| 1. [SHOW IF IN EST/PST] Programs that air live during Daytime on any weekday (Monday-Friday 8am-3pmEST/PST)   [SHOW IF IN CST/MST] Programs that air live during Daytime on any weekday (Monday-Friday 7am-2pm CST/MST) | [Range – 0-40] | [5] [SHOW IF IN EST/PST] Programs that air live during Daytime on any weekend (Saturday and Sunday 8am-3pm EST/PST)    [SHOW IF IN CST/MST] Programs that air live during Daytime on any weekend (Saturday and Sunday 7am-2pm CST/MST) | [Range – 0-16] |
| 1. [SHOW IF IN EST/PST] Programs that air live during Early Evening on any weekday (Monday-Friday 3pm-8pm EST/PST)   [SHOW IF IN CST/MST] Programs that air live during Early Evening on any weekday (Monday-Friday 2pm-7pm CST/MST) | [Range – 0-20] | [6] [SHOW IF IN EST/PST] Programs that air live during Early Evening on any weekend (Saturday 3pm-8pm and Sunday 3pm-7pm EST/PST)    [SHOW IF IN CST/MST] Programs that air live during Early Evening on any weekend (Saturday 2pm-7pm and Sunday 3pm-6pm CST/MST) | [Range – 0-9] |
| 1. [SHOW IF IN EST/PST] Programs that air live during Primetime on any weekday (Monday-Friday 8pm-11pm EST/PST)   [SHOW IF IN CST/MST] Programs that air live during Primetime on any weekday (Monday-Friday 7pm-10pm CST/MST) | [Range – 0-15] | [7] [SHOW IF IN EST/PST] Programs that air live during Primetime on any weekend (Saturday 8pm-11pm and Sunday 7pm-11pm EST/PST)    [SHOW IF IN CST/MST] Programs that air live during Primetime on any weekend (Saturday 7pm-10pm and Sunday 6pm-10pm CST/MST) | [Range – 0-7] |
| 1. [SHOW IF IN EST/PST] Programs that air live during Late Night on any weekday (Monday-Friday 11pm-8am EST/PST)   [SHOW IF IN CST/MST] Programs that air live during Late Night on any weekday (Monday-Friday 10pm -7am CST/MST) | [Range – 0-50] | [8] [SHOW IF IN EST/PST] Programs that air live during Late Night on any weekend (Saturday and Sunday 11pm-8am EST/PST)    [SHOW IF IN CST/MST] Programs that air live during Late Night on any weekend (Saturday and Sunday 10pm-7am CST/MST) | [Range – 0-20] |
| **TOTAL [TOTAL OF BOTH COLUMNS CANNOT SUM TO MORE THAN SQ08A\_CODE 1]** | [SHOW RUNNING TOTAL] |  | [SHOW RUNNING TOTAL] |

[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 PRIMETIMEIF 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 | o | o | o | o | o |
| 1. ABC | o | o | o | o | o |
| 1. Adult Swim | o | o | o | o | o |
| 1. AMC | o | o | o | o | o |
| 1. Animal Planet | o | o | o | o | o |
| 1. BET | o | o | o | o | o |
| 1. Boomerang | o | o | o | o | o |
| 1. Bounce TV | o | o | o | o | o |
| 1. Bravo | o | o | o | o | o |
| 1. Cartoon Network | o | o | o | o | o |
| 1. CBS | o | o | o | o | o |
| 1. Centric | o | o | o | o | o |
| 1. Chiller | o | o | o | o | o |
| 1. CNN | o | o | o | o | o |
| 1. Comedy Central | o | o | o | o | o |
| 1. Discovery Channel | o | o | o | o | o |
| 1. E! Entertainment | o | o | o | o | o |
| 1. Encore | o | o | o | o | o |
| 1. ESPN | o | o | o | o | o |
| 1. ESPN2 | o | o | o | o | o |
| 1. Food Network | o | o | o | o | o |
| 1. FOX | o | o | o | o | o |
| [66] FOX NEWS |  |  |  |  |  |
| 1. Freeform (formerly ABC Family) | o | o | o | o | o |
| 1. Fuse | o | o | o | o | o |
| 1. FX | o | o | o | o | o |
| 1. Game Show Network | o | o | o | o | o |
| 1. Hallmark Channel | o | o | o | o | o |
| 1. Hallmark Movie Channel | o | o | o | o | o |
| 1. HBO | o | o | o | o | o |
| 1. Headline News | o | o | o | o | o |
| 1. HGTV | o | o | o | o | o |
| 1. History Channel | o | o | o | o | o |
| 1. Investigation Discovery | o | o | o | o | o |
| 1. ION TV | o | o | o | o | o |
| 1. Lifetime | o | o | o | o | o |
| 1. Lifetime Movie Network | o | o | o | o | o |
| 1. MSNBC | o | o | o | o | o |
| 1. MTV | o | o | o | o | o |
| 1. MTV2 | o | o | o | o | o |
| 1. NBA Network | o | o | o | o | o |
| 1. NBC |  |  |  |  |  |
| 1. NFL Network | o | o | o | o | o |
| 1. Nick@Nite | o | o | o | o | o |
| 1. Nickelodeon | o | o | o | o | o |
| 1. OWN | o | o | o | o | o |
| 1. Oxygen | o | o | o | o | o |
| 1. Reelz Channel | o | o | o | o | o |
| 1. Showtime | o | o | o | o | o |
| 1. Spike | o | o | o | o | o |
| 1. Starz | o | o | o | o | o |
| 1. Starz Encore | o | o | o | o | o |
| 1. SYFY | o | o | o | o | o |
| 1. TBS | o | o | o | o | o |
| 1. The CW | o | o | o | o | o |
| 1. TLC (The Learning Channel) | o | o | o | o | o |
| 1. TNT | o | o | o | o | o |
| 1. Travel Channel | o | o | o | o | o |
| 1. TRU TV | o | o | o | o | o |
| 1. TV Land | o | o | o | o | o |
| 1. TV One | o | o | o | o | o |
| 1. UP (formerly Gospel Music Channel) | o | o | o | o | o |
| 1. USA | o | o | o | o | o |
| 1. VH1 | o | o | o | o | o |
| 1. WE TV | o | o | o | o | o |
| 1. 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 |  |
| 1. ABC |  |
| 1. Adult Swim |  |
| 1. AMC |  |
| 1. Animal Planet |  |
| 1. BET |  |
| 1. Boomerang |  |
| 1. Bounce TV |  |
| 1. Bravo |  |
| 1. Cartoon Network |  |
| 1. CBS |  |
| 1. Centric |  |
| 1. Chiller |  |
| 1. CNN |  |
| 1. Comedy Central |  |
| 1. Discovery Channel |  |
| 1. E! Entertainment |  |
| 1. Encore |  |
| 1. ESPN |  |
| 1. ESPN2 |  |
| 1. Food Network |  |
| 1. FOX |  |
| [66] FOX NEWS |  |
| 1. Freeform (formerly ABC Family) |  |
| 1. Fuse |  |
| 1. FX |  |
| 1. Game Show Network |  |
| 1. Hallmark Channel |  |
| 1. Hallmark Movie Channel |  |
| 1. HBO |  |
| 1. Headline News |  |
| 1. HGTV |  |
| 1. History Channel |  |
| 1. Investigation Discovery |  |
| 1. ION TV |  |
| 1. Lifetime |  |
| 1. Lifetime Movie Network |  |
| 1. MSNBC |  |
| 1. MTV |  |
| 1. MTV2 |  |
| 1. NBA Network |  |
| 1. NBC |  |
| 1. NFL Network |  |
| 1. Nick@Nite |  |
| 1. Nickelodeon |  |
| 1. OWN |  |
| 1. Oxygen |  |
| 1. Reelz Channel |  |
| 1. Showtime |  |
| 1. Spike |  |
| 1. Starz |  |
| 1. Starz Encore |  |
| 1. SYFY |  |
| 1. TBS |  |
| 1. The CW |  |
| 1. TLC (The Learning Channel) |  |
| 1. TNT |  |
| 1. Travel Channel |  |
| 1. TRU TV |  |
| 1. TV Land |  |
| 1. TV One |  |
| 1. UP (formerly Gospel Music Channel) |  |
| 1. USA |  |
| 1. VH1 |  |
| 1. WE TV |  |
| 1. 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 | o | o | o | o | o |
| 1. Award shows | o | o | o | o | o |
| 1. Celebrity, gossip, news & information | o | o | o | o | o |
| 1. Competition shows (like The Voice, Sunday Best) | o | o | o | o | o |
| 1. Cooking shows | o | o | o | o | o |
| 1. Court shows | o | o | o | o | o |
| 1. Crime focused shows | o | o | o | o | o |
| 1. Documentaries |  |  |  |  |  |
| 1. Dramas | o | o | o | o | o |
| 1. Entertainment news show (e.g., ET, Access Hollywood) |  |  |  |  |  |
| 1. Game shows | o | o | o | o | o |
| 1. Home improvement/Design shows | o | o | o | o | o |
| 1. Live action children/teen shows | o | o | o | o | o |
| 1. Live music performances | o | o | o | o | o |
| 1. Movies | o | o | o | o | o |
| 1. Music videos | o | o | o | o | o |
| 1. News (e.g. local and evening/world news) | o | o | o | o | o |
| 1. News Magazines (e.g., 60 Minutes, 20/20) | o | o | o | o | o |
| 1. Reality | o | o | o | o | o |
| 1. Religious/inspiration/spiritual shows | o | o | o | o | o |
| 1. Sitcoms/situation comedy | o | o | o | o | o |
| 1. Soap operas | o | o | o | o | o |
| 1. Live sports | o | o | o | o | o |
| 1. Sports news | o | o | o | o | o |
| 1. Stand-up comedy | o | o | o | o | o |
| 1. Talk shows | o | o | o | o | o |
| 1. Travel shows | o | o | o | o | o |
| 1. Variety shows (like Saturday Night Live, etc.) | o | o | o | o | o |

[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 | o | o | o | o |
| 1. Family Feud | o | o | o | o |
| 1. Judge Judy | o | o | o | o |
| 1. Have & Have Nots | o | o | o | o |
| 1. Scandal | o | o | o | o |
| 1. Rosewood | o | o | o | o |
| 1. How To Get Away With Murder | o | o | o | o |
| 1. Love & Hip Hop/Love & Hip Hop Atlanta/Love & Hip Hop Hollywood |  | o | o | o |
| 1. If Loving You Is Wrong | o | o | o | o |
|  |  | o | o | o |
|  | o | o | o | o |
| 1. Real Housewives of Atlanta/Real housewives of Potomac | o | o | o | o |
| 1. Greenleaf | o | o | o | o |
| 1. Black Ink Crew/ Black Ink Crew Chicago | o | o | o | o |
| 1. Law & Order/Law & Order SVU | o | o | o | o |
| 1. Queen Sugar | o | o | o | o |
| 1. Little Big Shots | o | o | o | o |
| 1. Power | o | o | o | o |
| 1. Stevie J & Joseline | o | o | o | o |
| 1. K Michelle – My Life | o | o | o | o |
|  | o | o | o | o |
| 1. Being Mary Jane | o | o | o | o |
| 1. Walking Dead | o | o | o | o |
| 1. Grey’s Anatomy | o | o | o | o |
| 1. Black-ish | o | o | o | o |
| 1. NCIS/ NCIS Los Angeles/ NCIS New Orleans | o | o | o | o |
|  | o | o | o | o |
|  | o | o | o | o |
| 1. Maury | o | o | o | o |
| 1. Dancing with the Stars | o | o | o | o |
| 1. Wheel of Fortune | o | o | o | o |
| 1. Price is Right | o | o | o | o |
| 1. Judge Mathis | o | o | o | o |
| 1. TI & Tiny – Family Hustle | o | o | o | o |
|  | o | o | o | o |
| 1. Hot Bench | o | o | o | o |
| 1. Wendy Williams Show | o | o | o | o |
|  | o | o | o | o |
| 1. Hit the Floor | o | o | o | o |
| 1. Chicago PD/Chicago Fire | o | o | o | o |
| 1. TMZ | o | o | o | o |
| 1. The Voice | o | o | o | o |
| 1. America’s Got Talent | o | o | o | o |
| 1. Hawaii Five-O | o | o | o | o |
|  | o | o | o | o |
| 1. Basketball Wives/Basketball Wives Los Angeles | o | o | o | o |
| 1. Steve Harvey Show | o | o | o | o |
| 1. Let’s Make a Deal | o | o | o | o |
| 1. Divorce Court | o | o | o | o |
|  | o | o | o | o |
| 1. Modern Family | o | o | o | o |
| 1. Entertainment Tonight | o | o | o | o |
| 1. Criminal Minds/Criminal Minds Beyond Borders | o | o | o | o |
| 1. Madam Secretary | o | o | o | o |
| 1. Blind Spot | o | o | o | o |
| 1. Lucifer | o | o | o | o |
| 1. Game of Thrones | o | o | o | o |
| 1. Quantico | o | o | o | o |
| 1. The Real | o | o | o | o |
| 1. Code Black | o | o | o | o |
| 1. Blacklist | o | o | o | o |
| 1. Bring It | o | o | o | o |
| 1. Dish Nation | o | o | o | o |
| 1. The Cleveland Show | o | o | o | o |
| 1. Rap Game | o | o | o | o |
| 1. Rob & Chyna | o | o | o | o |
| 1. Keeping Up with the Kardashians | o | o | o | o |
| 1. Real Husbands of Hollywood | o | o | o | o |
| 1. Iyanla – Fix My Life | o | o | o | o |
| 1. Love Thy Neighbor | o | o | o | o |
|  | o | o | o | o |
| 1. Ballers | o | o | o | o |
| 1. Insecure | o | o | o | o |
| 1. Atlanta | o | o | o | o |
| 1. Unsung | o | o | o | o |
| 1. Braxton Family Values | o | o | o | o |
| 1. Mary Mary | o | o | o | o |
| 1. 60 Minutes | o | o | o | o |
| 1. Blue Bloods | o | o | o | o |
|  | o | o | o | o |
| 1. American Crime | o | o | o | o |
|  | o | o | o | o |
| 1. Shades of Blue | o | o | o | o |
| 1. For Better or Worse | o | o | o | o |
| 1. Gotham | o | o | o | o |
| 1. Family Guy | o | o | o | o |
| 1. Orange is the New Black | o | o | o | o |
| 1. Luke Cage | o | o | o | o |
| 1. House of Cards | o | o | o | o |
| 1. The Get Down | o | o | o | o |
| 1. A Different World | o | o | o | o |
| 1. Martin | o | o | o | o |
| 1. Living Single | o | o | o | o |
| 1. Girlfriends | o | o | o | o |
| 1. The Cosby Show | o | o | o | o |
| 1. The Young & The Restless | o | o | o | o |
| 1. The Bold & The Beautiful | o | o | o | o |
| 1. House of Payne | o | o | o | o |
|  | o | o | o | o |
| 1. CNN Tonight with Don Lemon | o | o | o | o |
| 1. CNN Newsroom (Live) | o | o | o | o |
| 1. MSNBC Live (Place for Politics) | o | o | o | o |
| 1. Anderson Cooper 360 | o | o | o | o |

[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)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Programs [Randomize] | [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 |
| [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]  Watched in the Past 12 Months | [B]  Favorite to watch |
| [28] I don’t watch award shows [EXCLUSIVE] | o |  |
| 1. Black Girls Rock | o | o |
| 1. The Soul Train Awards | o | o |
| 1. The BET Awards | o | o |
| 1. The BET Hip Hop Awards | o | o |
| 1. The BET Honors | o | o |
| 1. A Celebration of Hollywood | o | o |
| 1. The Academy Awards/Oscars | o | o |
| 1. The Primetime Emmys | o | o |
| 1. The Golden Globes | o | o |
| 1. The VMAs | o | o |
| 1. The MTV Movie Awards | o | o |
| 1. The People’s Choice Awards | o | o |
| 1. Hip Hop Honors | o | o |
| 1. The American Music Awards | o | o |
| 1. The Billboard Awards | o | o |
| 1. The Grammys | o | o |
| 1. iHeartRadio Music Awards | o | o |
| 1. The Tony Awards | o | o |
| 1. The Teen Choice Awards | o | o |
| 1. The NAACP Image Awards | o | o |
| 1. The ESPYs | o | o |
| 1. The Kid’s Choice Awards | o | o |
| 1. The SAG (Screen Actors’ Guild Awards) | o | o |
| 1. The Stellar Awards | o | o |
| 1. The Trumpet Awards | o | o |
| 1. The Daytime Emmy Awards | o | o |
| 1. The Dove Awards | o | o |

[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 |
| 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 | * 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 | * 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 | * 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 | * If any option selected as B in BQ08b, pipe back that option, and randomly pipe back one other option selected as A in BQ08b. * If no option selected as B in BQ08b, randomly 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 | **Pipe back any option selected as B in BQ08b**   * If option selected as B is BQ08b\_1 through BQ08b\_6, randomly 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, randomly pipe back 2 options selected as A from BQ08b\_1 through BQ08b\_6 * If no option selected as B, randomly 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 | **Pipe back any option selected as B in BQ08b**   * If option selected as B is BQ08b\_1 through BQ08b\_6, randomly pipe back 1 other option selected as A from BQ08b\_1 through BQ08b\_6, and randomly pipe back 2 options selected as A from BQ08b\_7 through BQ08b\_27. * If option selected as B is BQ08b\_7 through BQ08b\_27, randomly pipe back 1 other option selected as A from BQ08b\_7 through BQ08b\_27, and randomly pipe back 2 options selected as A from BQ08b\_1 through BQ08b\_6 * If no option selected as B, randomly 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 | **Pipe back any option selected as B in BQ08b**   * If option selected as B is BQ08b\_1 through BQ08b\_6, randomly pipe back 2 options selected as A from BQ08b\_7 through BQ08b\_27 * If option selected as B is BQ08b\_7 through BQ08b\_27, randomly 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 randomly pipe back 2 options selected as A from BQ08b\_7 through BQ08b\_27 |
| Awards\_0BET \_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 randomly pipe back one other option selected as A in BQ08b. * If no option selected as B in BQ08b, randomly 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 |
|  | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. BET | o | o | o | o | o |
|  | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. Blavity | o | o | o | o | o |
| 1. Bossip | o | o | o | o | o |
| 1. BuzzFeed | o | o | o | o | o |
| 1. Complex | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. Ebony | o | o | o | o | o |
| 1. ESPN | o | o | o | o | o |
| 1. Essence | o | o | o | o | o |
| 1. ETOnline | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. Fox Sports | o | o | o | o | o |
| 1. Global Grind | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. Huffington Post | o | o | o | o | o |
| 1. Media Takeout | o | o | o | o | o |
|  | o | o | o | o | o |
| 1. MTV | o | o | o | o | o |
| 1. NBA | o | o | o | o | o |
| 1. Necole Bitchie | o | o | o | o | o |
| 1. NFL | o | o | o | o | o |
| 1. OWN | o | o | o | o | o |
| 1. Perez Hilton | o | o | o | o | o |
| 1. PopSugar | o | o | o | o | o |
| 1. Ricky Smiley Morning Show | o | o | o | o | o |
| 1. Sohh | o | o | o | o | o |
| 1. Steve Harvey Morning Show | o | o | o | o | o |
| 1. The Fader | o | o | o | o | o |
| 1. The Grio | o | o | o | o | o |
| 1. The Root | o | o | o | o | o |
| 1. The Shade Room | o | o | o | o | o |
| 1. TMZ | o | o | o | o | o |
| 1. TV One | o | o | o | o | o |
| 1. VH1 | o | o | o | o | o |
| 1. World Star Hip Hop | o | o | o | o | o |
| 1. XXLMag | o | o | o | o | o |
|  | 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 |  |
| 1. Apple Music |  |
| 1. Facebook |  |
| 1. Hulu |  |
| 1. Instagram |  |
| 1. iTunes |  |
| 1. KIK |  |
| 1. LinkedIn |  |
| 1. Music.ly |  |
| 1. Netflix |  |
| 1. Pandora |  |
| 1. Periscope |  |
| 1. Pinterest |  |
| 1. Shazam |  |
| 1. Spotify |  |
| 1. Tumblr |  |
| 1. Twitter |  |
| 1. VEVO |  |
| 1. Allhiphop |  |
|  |  |
|  |  |
| 1. BET |  |
|  |  |
|  |  |
| 1. Blavity |  |
| 1. Bossip |  |
| 1. BuzzFeed |  |
| 1. Complex |  |
|  |  |
| 1. Ebony |  |
| 1. ESPN |  |
| 1. Essence |  |
| 1. ETOnline |  |
|  |  |
| 1. Fox Sports |  |
| 1. Global Grind |  |
|  |  |
| 1. Huffington Post |  |
| 1. Media Takeout |  |
|  |  |
| 1. MTV |  |
| 1. NBA |  |
| 1. Necole Bitchie |  |
|  |  |
| 1. NFL |  |
| 1. OWN |  |
| 1. Perez Hilton |  |
|  |  |
| 1. PopSugar |  |
| 1. Ricky Smiley Morning Show |  |
| 1. Sohh |  |
| 1. Steve Harvey Morning Show |  |
| 1. The Fader |  |
| 1. The Grio |  |
| 1. The Root |  |
| 1. The Shade Room |  |
| 1. TMZ |  |
| 1. TV One |  |
| 1. VH1 |  |
| 1. 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 8am-7pm EST/PST)**  [SHOW IF SQ01cb= CST/MST]  **Percent during Daytime and Early Evening (Monday-Saturday 7am-7pm, Sunday 7am-6pm CST/MST)** | [ONLY SHOW COLUMN IF SQ09\_CODE3>0]  [SHOW IF ZSQ01cb= EST/PST]  **Percent during Primetime (Monday-Saturday 8pm-11pm, Sunday 7pm-11pm EST/PST)**  [SHOW IF SQ01cb= CST/MST]  **Percent during Primetime (Monday-Saturday 7pm-10pm, Sunday 6pm-10pm CST/MST)** | [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)** |
| 1. By myself |  |  |  |
| 1. With younger children |  |  |  |
| 1. With teens |  |  |  |
| 1. With my spouse/significant other |  |  |  |
| 1. With the entire family/household |  |  |  |
| 1. With friends |  |  |  |
| 1. 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]  **(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]**  **Extremely Poor Performance** | **[2]**  **Somewhat Poor Performance** | **[3]**  **Neither Poor nor Good Performance** | **[4]**  **Somewhat Good Performance** | **[5]**  **Extremely Good Performance** | **[6]**  **Not Applicable** |
| 1. A Different World | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Bold and Beautiful | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Dish Nation | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Divorce Court | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Family Feud | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Girlfriends | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Hot Bench | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. House of Payne | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Judge Judy | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Judge Mathis | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Let's Make a Deal | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Living Single | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Martin | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Maury | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Steve Harvey Show | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Real | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Young & the Restless | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Wendy Williams Show | ○ | ○ | ○ | ○ | ○ | ○ |
| [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** |
|  | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Atlanta | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Being Mary Jane | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Black Ink Crew/ Black Ink Crew Chicago | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Black-ish | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Blacklist | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Braxton Family Values | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Empire | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Girlfriends | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Greenleaf | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Have & Have Nots | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. House of Payne | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. How to Get Away With Murder | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Insecure | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Iyanla - Fix My Life | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Judge Judy | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Law & Order/Law & Order SVU | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Living Single | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Love & Hip Hop/ Love & Hip Hop Atlanta/Love & Hip Hop Hollywood | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Luke Cage | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Martin | ○ | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Modern Family | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Orange is the New Black | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Power | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Queen Sugar | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Real Housewives of Atlanta/ Real Housewives of Potomac | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Real Husbands of Hollywood | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Rosewood | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Scandal | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Cleveland Show | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Get Down | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Real | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Unsung | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Walking Dead | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. 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** |
| 1. A Different World | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Girlfriends | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. House of Payne | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Judge Judy | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Living Single | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Martin | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. Maury | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Cleveland Show | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. The Real | ○ | ○ | ○ | ○ | ○ | ○ |
| 1. 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 | O | O | O | O | O |
| 1. I need to know close friends have my back | O | O | O | O | O |
| 1. Religious beliefs / Spiritual growth is a main part of my life | O | O | O | O | O |
| 1. I am extremely proud of my family’s accomplishments | O | O | O | O | O |
| 1. I always stand up for what I believe in | O | O | O | O | O |
| 1. I always try to live life to the fullest | O | O | O | O | O |
|  | O | O | O | O | O |
|  | O | O | O | O | O |
| 1. Being well liked is very important to me | O | O | O | O | O |
| 1. I have the confidence to speak my mind in any group/situation | O | O | O | O | O |
| 1. Finding the right person to share my life with is extremely important to me | O | O | O | O | O |
| 1. People often tell me that I need to improve my attitude |  |  |  |  |  |
| 1. I am focused on spending more “me” time without others |  |  |  |  |  |
| 1. I am worried that I will never be able to fulfill my dreams |  |  |  |  |  |
| 1. I am really social and like having others around. |  |  |  |  |  |

[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 | O | O | O | O | O |
| 1. I am focused on fulfilling my dreams and accomplishing my goals | O | O | O | O | O |
| 1. I want to be known as someone people trust/respect | O | O | O | O | O |
| 1. I want to start a new business | O | O | O | O | O |
| 1. Finishing school/ Continuing my education is currently my top priority in life | O | O | O | O | O |
| 1. My priority right now is working on building a financial cushion | O | O | O | O | O |
| 1. I want to change to a better paying job or job that has more potential for advancement | O | O | O | O | O |

[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 | ○ | ○ | ○ | ○ | ○ |
| 1. Taking time to pass along family traditions | ○ | ○ | ○ | ○ | ○ |
| 1. Participating in events that celebrate my heritage | ○ | ○ | ○ | ○ | ○ |
| 1. Sharing my heritage/culture with others | ○ | ○ | ○ | ○ | ○ |
| 1. Being a positive representative/role model of my culture helps others understand me | ○ | ○ | ○ | ○ | ○ |
| 1. Having friends/ family/ social media followers take my advice on what to buy or try is very important to me | ○ | ○ | ○ | ○ | ○ |
| 1. Inspiring others to become their best self | ○ | ○ | ○ | ○ | ○ |
| 1. Constantly thinking about how I can make a real difference in my community | ○ | ○ | ○ | ○ | ○ |
|  |  |  |  |  |  |

[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 | ○ | ○ | ○ | ○ | ○ |
| 1. Overall, my community is treated fairly by the police | ○ | ○ | ○ | ○ | ○ |
| 1. My children must have access to quality education | ○ | ○ | ○ | ○ | ○ |
| 1. The neighborhood feels like a community to me | ○ | ○ | ○ | ○ | ○ |
| 1. Black-on-black crime is the most important issue facing our community | ○ | ○ | ○ | ○ | ○ |
| 1. Protesting gives a voice to the issues we're currently facing | ○ | ○ | ○ | ○ | ○ |
| 1. A part of my identity is rooted in the neighborhood where I grew up | ○ | ○ | ○ | ○ | ○ |
| 1. The way the media portrays my race impacts how others treat me | ○ | ○ | ○ | ○ | ○ |
| 1. The media’s portrayal of my race affects how I see myself | ○ | ○ | ○ | ○ | ○ |
| 1. I do not trust people of other races/ethnicities | ○ | ○ | ○ | ○ | ○ |
| 1. Improving the education system would make a difference in our community | ○ | ○ | ○ | ○ | ○ |
| 1. An unjust system is the primary reason for the high incarceration rate among blacks | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ |
| 1. Being well read is not valued in my community | ○ | ○ | ○ | ○ | ○ |
| 1. It is fine for other groups to copy traditional black style/heritage/art without understanding its origin | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ |
| 1. The Black Lives Matter campaign is extremely relevant to me | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ |
| 1. Investing in our communities would make a big difference for African Americans | ○ | ○ | ○ | ○ | ○ |
|  | ○ | ○ | ○ | ○ | ○ |
| 1. It is important to watch TV shows featuring African Americans with mainstream appeal | ○ | ○ | ○ | ○ | ○ |
| 1. It is important to watch TV shows that feature African American actors/actresses who are known within our community | ○ | ○ | ○ | ○ | ○ |

[GQ03]

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.