

# Quick questions...

## For you

The following questions apply to you yourself. Each household member should complete these questions in his or her own diary. Your responses will be combined with the responses of others to better understand the radio marketplace.

**1** What is your age?

years

**2** Are you male or female?

Mark ☒ one.

☒ Male ☐ Female

**3** What was the last grade of school you completed?

Mark ☒ one.

☒ Less than 12th grade

☐ High school graduate or GED

☐ More than 12th (some college)

☐ Bachelor's degree or higher

Please answer BOTH Questions 4 and 5.

**4** Are you Spanish, Hispanic, or Latino?

Mark ☒ "Yes" or "No."

☐ Yes ☒ No

**5** Are you...?

Mark ☒ any that apply.

☒ White

☐ Black or African American, or

☐ Some other race

**6** Are you employed either full time or part time?

Mark ☒ "Yes" or "No."

☐ Yes ☒ No

If yes: How many hours per week are you usually employed? Mark ☒ one.

☒ Less than 35

☐ 35 or more

What is the ZIP code at your usual place of work?

## For one person in your household

Please choose only one person age 18 or older in your household to answer these Household Questions.

**7** How many children under age 12 live in this household?

Enter number of children ☒ None

**8** Which of the following categories best describes your total household income from all sources (before taxes) for the past year?

Mark ☒ one.

☐ Less than \$25,000

☒ \$25,000-\$49,999

☐ \$50,000-\$74,999

☐ \$75,000 or more

## Your opinion counts

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