

Ketchum/USC Annenberg Strategic PR Center
Media Habits Research
General Public Questionnaire
US

Ketchum, a global public relations firm, and the USC/Annenberg Strategic PR Center are conducting a 15-minute [Internet] survey to explore the differences between how corporations communicate with the public and how the public receives information.

You're invited to participate in this short survey. Results will help us to identify the gaps in communication between what consumers want and what corporations deliver, and pinpoint the elements of the media mix that will generate the greatest credibility for corporations in the public's eye. All responses will be kept confidential.

Please answer the following questions:

Q1. Other than advertising, in the last month, which of the following sources of information have you read, watched or listened to? Please select all correct answers.

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email

28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Expert spokesperson
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q1A. How credible, on a scale of 0-10, do you find each source of information to be? "0" is "not credible at all" and "10" is "extremely credible".

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)

33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Expert spokesperson
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q2. Other than advertising, which of the following sources or information do you expect to use as you make voting decisions in the 2008 elections?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Candidate-sponsored blast email
30. Candidate's own website
31. Podcast
32. Videocast
33. Search engine (Google, Yahoo, Ask.com, etc.)
34. Mobile media (downloads available via cell phone, for example)
35. RSS news feed

36. Virtual communities (Second Life, There.com, etc.)
37. Advice from friends and family
38. Advice from co-workers
37. Celebrity endorsement
38. Religious figure recommendation
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q3. Other than advertising, in the last month, which, if any, of the following sources of information did you use to obtain health-related news?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family

36. Advice from co-workers
37. Celebrity endorsement
38. Healthcare expert (doctor, pharmacist, healthcare professional, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q4. Other than advertising, which of the following sources of information, if any, do you use to make decisions about healthy food choices or products?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers

37. Celebrity endorsement
38. Nutrition expert (dietician, doctor, nutritionist, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

For the next several questions, you'll be asked about decisions you've made and the sources of information, other than advertising, you may have used that helped you make your decision.

Q5. Have you purchased a company's stock in the last year?

1. Yes (If 1, go to Q5A)
2. No (If 2, skip to Q6)

Q5A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast

30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Financial expert (stock broker, accountant, financial planner, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q6. Have you switched banks or other financial institutions in the last year?

- 1 Yes (If 1, go to Q6A)
- 2 No (If 2, skip to Q7)

Q6A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)

26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Financial expert (stock broker, accountant, financial planner, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q7. Have you acquired or switched credit cards in the last year?

1. Yes (If 1, go to Q7A)
2. No (If 2, skip to Q8)

Q7A. Other than advertising, which of the following sources of information did you use to make your decision?

42. Major network television news (ABC, CBS, NBC, FOX, etc.)
43. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
44. Talk radio (NPR, ABC, local radio program, etc.)
45. Talk radio websites
46. News magazines (Time, Newsweek, US News, etc.)
47. News magazine websites (Time.com, Newsweek.com, etc.)
48. Consumer magazines (People, Real Living, etc.)
49. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
50. Business magazines (Business Week, Fortune, Forbes, etc.)
51. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
52. Local newspaper
53. Local newspaper websites
54. Local television news
55. Local television news websites
56. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
57. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
58. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
59. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
60. Trade magazines or newsletters
61. Trade magazine/newsletter websites

62. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
63. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
64. Blogs
65. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
66. Video sharing/networking websites (YouTube.com, etc.)
67. Email newsletter
68. Company-sponsored blast email
69. Company's own website
70. Podcast
71. Videocast
72. Search engine (Google, Yahoo, Ask.com, etc.)
73. Mobile media (downloads available via cell phone, for example)
74. RSS news feed
75. Virtual communities (Second Life, There.com, etc.)
76. Advice from friends and family
77. Advice from co-workers
78. Celebrity endorsement
79. Financial expert (stock broker, accountant, financial planner, etc.)
80. Local community event
81. Have not read, watched, or listened to any sources of information in the past month
82. Other, please specify

Q8. Have you purchased a consumer electronics product in the last month (TV, cell phone, car audio equipment, etc.)?

- 1 Yes (If 1, go to Q8A)
- 2 No (If 2, skip to Q9)

Q8A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)

16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Industry expert
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q9. Have you made a medical decision in the last year regarding treatment, an illness or condition?

- 1 Yes (If 1, go to Q9A)
- 2 No (If 2, skip to Q10)

Q9A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)

11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Healthcare expert (doctor, pharmacist, healthcare professional, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q10. Have you purchased an over-the-counter medicine/treatment in the last three months?

- 1 Yes (If 1, go to Q10A)
- 2 No (If 2, skip to Q11)

Q10A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)

8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Healthcare expert (pharmacist, for example)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q11. Have you asked a physician or other medical provider about a specific brand name prescription in the last three months?

- 1 Yes (If 1, go to Q11A)
- 2 No (If 2, skip to Q12)

Q11A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)

3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Healthcare expert (doctor, healthcare professional, etc.)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q12. Have you planned a vacation in the last year?

- 1 Yes (If 1, go to Q12A)
- 2 No (If 2, skip to Q13)

Q12A. Other than advertising, which of the following sources of information did you use to make your decisions?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Travel industry expert (travel agent, for example)
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

Q13. In the last year, have you purchased an Internet service provider (ISP) for your telephone, cable television or Internet usage?

- 1 Yes (If 1, go to Q13A)
- 2 No (If 2, skip to Q14)

Q13A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Industry expert
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month

41. Other, please specify

Q14. Have you purchased a product or service based on its environmental impact in the last month?

- 1 Yes (If 1, go to Q14A)
- 2 No (If 2, skip to Q15)

Q14A. Other than advertising, which of the following sources of information did you use to make your decision?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers

37. Celebrity endorsement
38. Environmental expert
39. Local community event
40. Have not read, watched, or listened to any sources of information in the past month
41. Other, please specify

The next few questions will ask you whether you've been exposed to or paid attention to some of the things that companies generally announce to the public.

Q15. In the last week, have you paid attention to or been exposed to corporate news such as executive leadership changes, mergers and acquisitions between companies or corporate earnings announcements?

- 1 Yes (If 1, go to Q15A)
- 2 No (If 2, skip to Q16)

Q15A. Other than advertising, what 2-3 sources of information did you pay attention to most?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website

29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Local community event
39. Have not read, watched, or listened to any sources of information in the past month
40. Other, please specify

Q16. In the last month, have you paid attention to or been exposed to a company's response to a problem or crisis?

- 1 Yes (If 1, go to Q16A)
- 2 No (If 2, skip to Q17)

Q16A. Other than advertising, what sources of information did you pay attention to?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, epinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)

26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement
38. Local community event
39. Have not read, watched, or listened to any sources of information in the past month
40. Other, please specify

Q17. Are you currently employed?

- 1 Yes (If 1, continue to Q17A)
- 2 No (If 2, skip to Q18)

Q17A. Which of the following information sources do you use to obtain news about your company?

1. Intranet
2. Company-sponsored newsletter
3. Email newsletter
4. Internal blog
5. Information accompanying paycheck
6. Company's own external website
7. Company-sponsored blast email
8. Colleagues
9. Other, please specify

Q18. Which of the following, if any, have you recommended to a colleague, friend, or family member in the last week?

1. Movie
2. Restaurant
3. Store
4. Home improvement or repair service
5. Vacation destination
6. Place of employment
7. Car
8. Healthy foods
9. Bank or financial institution
10. Company stock
11. Credit card
12. Consumer electronics
13. Personal care item or household product
14. Over-the-counter medicine or treatment
15. Specific brand-name prescription

16. Hospital
17. Doctor
18. ISP provider
19. Website
20. Other, please specify
21. None of these

Q18A. Other than advertising, which sources of information were influential in shaping your recommendation?

1. Major network television news (ABC, CBS, NBC, FOX, etc.)
2. Major network television news websites (ABC.com, CBS.com, NBC.com, FOX.com, etc.)
3. Talk radio (NPR, ABC, local radio program, etc.)
4. Talk radio websites
5. News magazines (Time, Newsweek, US News, etc.)
6. News magazine websites (Time.com, Newsweek.com, etc.)
7. Consumer magazines (People, Real Living, etc.)
8. Consumer magazine websites (People.com, SportsIllustrated.com, etc.)
9. Business magazines (Business Week, Fortune, Forbes, etc.)
10. Business news websites (WSJ.com, Businessweek.com, Marketwatch.com, NYTimes.com, etc.)
11. Local newspaper
12. Local newspaper websites
13. Local television news
14. Local television news websites
15. Cable network news (CNBC, CNN, MSNBC, Bloomberg, etc.)
16. Cable network news websites (cnbc.com, cnn.com, msnbc.com, Bloomberg.com)
17. National newspapers (Wall Street Journal, USA Today, Washington Post, etc.)
18. National newspapers websites (wsj.com, usatoday.com, washingtonpost.com, etc.)
19. Trade magazines or newsletters
20. Trade magazine/newsletter websites
21. Shopping websites (DailyCandy.com, opinions.com, Edmunds.com, mySimon.com, etc.)
22. Specialty information portal (WebMd.com, TripAdvisor.com, etc.)
23. Blogs
24. Social networking websites (MySpace.com, Facebook.com, LinkedIn.com, etc.)
25. Video sharing/networking websites (YouTube.com, etc.)
26. Email newsletter
27. Company-sponsored blast email
28. Company's own website
29. Podcast
30. Videocast
31. Search engine (Google, Yahoo, Ask.com, etc.)
32. Mobile media (downloads available via cell phone, for example)
33. RSS news feed
34. Virtual communities (Second Life, There.com, etc.)
35. Advice from friends and family
36. Advice from co-workers
37. Celebrity endorsement

- 38. Expert endorsement
- 39. Local community event
- 40. Personal experience
- 41. Have not read, watched, or listened to any sources of information in the past month
- 42. Other, please specify

Q19. How much do each of the following contribute to the credibility of a news story (a lot, some, a little or not at all)?

- A. A lot
- B. Some
- C. A little
- D. Not at all

- 1. Category of media (newspapers, magazine, television, radio etc.)
- 2. Specific outlet (specific newspaper, television channel, specific magazine, etc.)
- 3. Specific journalist/reporter (who is writing/reporting on the story)
- 4. Type of news story (actual story, idea, theme, etc.)

The next few questions are for classification purposes only.

Q20. What is your gender?

- 1 Male (If 1, DO NOT ASK Q32)
- 2 Female (If 2, ASK Q32)

Q21. What is your marital status?

- 1 Single, never married
- 2 Currently married
- 3 Divorced
- 4 Widowed

Q22. Do you have any children...

- 1 Under age 2
- 2 Age 2-7
- 3 Age 8-12
- 4 Age 13-17
- 5 Age 18 or older
- 6 Have no children

Q23. What is your household's approximate annual income before taxes?

- 1 Under \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 to \$99,999
- 5 \$100,000 and above

Q24. What is the highest level of education you have completed?

- 1 Some high school or less
- 2 High school graduate
- 3 Technical or trade school
- 4 Some college (did not graduate)
- 5 Graduated college
- 6 Some graduate studies (did not graduate)
- 7 Completed graduate school (Master's, Ph.D.)

Q25. What job category best matches your current profession?

1. Architecture & engineering
2. Arts, design, entertainment, media
3. Building/grounds maintenance
4. Business & financial services
5. Community & social services
6. Computer & mathematical
7. Construction & mining
8. Consulting
9. Education, training, library
10. Farming, fishing & forestry
11. Food & lodging
12. Healthcare
13. Installation, maintenance, repair
14. Legal
15. Life, physical & social science
16. Management
17. Medical (Physicians, Nursing or other healthcare professionals?)
18. Office & administrative support
19. Personal care & service
20. Production & manufacturing
21. Protective services & security
22. Sales
23. Transportation & material moving
24. Other: Please specify

Q26. How many employees work at your current place of employment?

1. Under 10
2. 10-49
3. 50-99
4. 100-499
5. 500-999
6. 1000+

Q27. What is your race or ethnicity?

1. White, non-Hispanic
2. Black
3. American-Indian, Eskimo or Aleut

4. Asian or Pacific Islander
5. Hispanic
6. Other, please specify

Q28. Would you say the area where you live is

- 1 Rural
- 2 Urban
- 3 Suburban

Q29. In what year were you born?

Q30. Which of the following have you done in the past year?

- 1 Yes
 - 2 No
 - 3 Don't know
-
- a. Written or called any politician at the state, local, or national level?
 - b. Attended a political rally or speech?
 - c. Signed a petition?
 - d. Attended a public meeting on a town or school affair?
 - e. Served on a committee?
 - f. Served as an officer of some club or organization?
 - g. Written a letter to a newspaper/magazine or called a live radio or TV show?
 - h. Been a member of any group for better government?
 - i. Made a speech?
 - j. Worked for a political party?
 - k. Written an article
 - l. Held or run for political office?

Q31. Are you registered to vote?

- 1 Yes
- 2 No

Q32. Did you vote in the 2004 elections or did something keep you from voting?

- 1 Yes
- 2 Something kept me from voting

Q33. [Females only] Which of the following statements comes closest to describing you?

- 1 I'm a mature woman who marches to my own beat. Keeping up with the latest trends or trying new things just isn't that important to me.
- 2 I do a good job at managing stress in my life. For the most part, I'm happy with the way things are going, and I like to share my opinions with others.
- 3 My to-do list is long and sometimes overwhelming. I spend much of my time taking care of others.
- 4 I'm content to buy products that I've used for years. Keeping up with today's changing technology and new trends isn't important to me. But, not knowing what's out there can lead to a frustrating shopping experience.

- 5 I enjoy trying new things and keeping up with the latest trends. My career is important to me, and I often search for ways to get more out of life.