

**PHONE INTRODUCTION...**

HELLO. MY NAME IS \_\_\_\_\_ WITH PULSE RESEARCH, A RESEARCH COMPANY. WE ARE NOT SELLING ANYTHING. WE'RE CONDUCTING A STUDY AMONG RESIDENTS IN YOUR AREA. WE JUST WANT TO ASK SOMEONE IN YOUR HOME A FEW QUESTIONS. ASK THE FIRST QUESTION...

**A. Are you or any other member of your household a full or part-time employee of a media firm or research company in the area?**

Yes [If YES, TERMINATE] .....  No .....

**B. [OBSERVE] Gender.**

Male ..... 1 Female ..... 2

**C. May I please speak with the adult in the household who is 18 years of age or older and has the next birthday?**

Yes - continue survey .....  No - Terminate .....

**D. In which county do you live?**

Angelina ..... 1  
None of the above - TERMINATE .... 2

**E. What is the zip code at your home address?**

75901 ..... 01  
75904 ..... 02  
75941 ..... 03  
75949 ..... 04  
75969 ..... 05  
None of the above ..... 06

[If NONE OF THE ABOVE zip codes, TERMINATE]

**Newspaper Readership**

**1. Which of the following media have you read, viewed, listened to or used at home or away from home in the last month? [Read list. Check all that apply]**

Past month

- Lufkin Daily News – Monday through Saturday edition
- Lufkin Daily News – Sunday edition .....
- Neighbors .....
- Journey Magazine .....
- The Peddler .....
- 105.1 FM – “Kicks” .....
- ABC – Channel 9 - KTRE .....
- Don't know .....
- None of the above .....
- Refused .....

2. As I read a list, please tell me the information sources you have used in the past 30 days to find information about local sales or where to buy a product or service locally. [Read list. Check all that apply]

Past 30 days

- Lufkin Daily News ..... 
LufkinDailyNews.com website ..... 
Neighbors..... 
Journey Magazine ..... 
The Peddler ..... 
105.1 FM – “Kicks”..... 
ABC – Channel 9 - KTRE ..... 
Facebook ad or recommendation.. 
Search engine such as Google, Yahoo!, Bing, etc. 
Groupon offer..... 
Craig’s List ..... 
Twitter ..... 
Don’t know ..... 
None of the above..... 
Refused.....

3. As I read a list of digital news sources, please tell me if you or anyone in your household has accessed or gotten information from the Lufkin Daily News from any of them in the past month? [Read list. Check all that apply]

Past month

Past week

- Lufkin Daily News website LufkinDailyNews.com .....  If yes, then ask...
Smart phone access Lufkin Daily News ..... If yes, then ask 
If yes to smartphone access ask.....
“have you downloaded the Lufkin Daily News mobile app” yes  no 
Digital replicate of the Lufkin Daily News.....  If yes, then ask...
Email newsletter/alerts from the Lufkin Daily News . If yes, then ask...
Lufkin Daily News on Facebook page ..... If yes, then ask...
Tweet from the Lufkin Daily News . ..... If yes, then ask...
Access LufkinDailyNews.com from tablet like an iPad  If yes, then ask...
None ..... 
Don’t know .....

4. Which TV stations did you watch the local news on last night? (Do not read list. Check all that apply. If interviewing on a Sunday ask: Did you watch the local news last Friday?)

- ABC – Channel 9 - KTRE ..... 
ABC – KLTV – Tyler/Longview ..... 
NBC – KETK 56 – Tyler/Longview..... 
FOX - FOX 51 – KFXK – Tyler/Longview ..... 
Other ..... 
Don’t know/refused .....

**5. Which radio stations did you listen to yesterday morning between 6:00 AM 10:00 AM? (Do not read list. Check all that apply)**

- 90.9 FM - KWSP .....
- 93.9 FM - KAGZ .....
- 94.7 FM – “MY 94.7” .....
- 95.5 FM - KFOX .....
- 96.3 FM - KZXL .....
- 100.1 FM - KYBI .....
- 103.3 FM – “The Bull” .....
- 105.1 FM - KICKs .....
- 107.7 FM – Q107 .....
- Other .....
- Did not listen to radio yesterday during this time .....
- Don't know/refused .....

**6. Which radio stations did you listen to yesterday between 3:00 PM – 7:00 PM? (Do not read list. Check all that apply)**

- 90.9 FM - KWSP .....
- 93.9 FM - KAGZ .....
- 94.7 FM – “MY 94.7” .....
- 95.5 FM - KFOX .....
- 96.3 FM - KZXL .....
- 100.1 FM - KYBI .....
- 103.3 FM – “The Bull” .....
- 105.1 FM - KICKs .....
- 107.7 FM – Q107 .....
- Other .....
- Did not listen to radio yesterday during this time .....
- Don't know/refused .....

**7. Which of the following businesses have your or someone in your household shopped in the last 30 days? (Read list. Check all that apply)**

- Academy .....
- Ashley Furniture .....
- Belk .....
- Brookshire Brothers .....
- HEB .....
- Home Depot .....
- Lowe's .....
- Al Meyer Ford .....
- Loving Toyota .....
- Wright Buick/GMC .....
- None of the above .....
- Don't know/Refused .....

**8. For classification purposes only, would you please tell me your age? [Check ONE only – Read list if respondent is hesitant]**

- 18 to 20 ..... 01
- 21 to 24 ..... 02
- 25 to 29 ..... 03
- 30 to 34 ..... 04
- 35 to 39 ..... 05
- 40 to 44 ..... 06
- 45 to 49 ..... 07
- 50 to 54 ..... 08
- 55 to 59 ..... 09
- 60 to 64 ..... 10
- 65 to 74 ..... 11
- 75 and over ..... 12
- Refused ..... 13

**9. Approximately, what was your total household income before taxes in the past 12 months? [READ LIST, check ONE only]**

- Less than \$20,000 ..... 01
- \$20,000 - \$29,999 ..... 02
- \$30,000 to \$39,999 ..... 03
- \$40,000 - \$49,999 ..... 04
- \$50,000 to \$74,999 ..... 05
- \$75,000 to \$99,999 ..... 06
- \$100,000 to \$149,999 ..... 07
- \$150,000 or more ..... 08
- Don't know ..... 09
- Refused ..... 10

**And finally a few questions in case my office wants to verify my work.**

**10. May I have your first name please?**

RESPONDENT NAME \_\_\_\_\_

**11. Let me verify your telephone number. (Read back number)**

#(\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

If REFUSED check here ..... 01

**Thank you.**

PULSE INTERVIEWER: \_\_\_\_\_ # \_\_\_\_\_

DATE \_\_\_\_\_ TIME \_\_\_\_\_