Portigal Consulting
Reading Ahead Screener

Name ____________________________________________

Phone   (H) ____________________

   (W) ____________________

   (C) ____________________

Email __________________________

Address ____________________________________________

City _____________________ State _______ Zip ____________

Recruiter _________________________ Date ________________

Introduce yourself, the company you represent, and that the study is for research purposes (not sales purposes).

1) What is your current age?
   - a) 12 years or less       (IF YES, THANK AND DISMISS)
   - b) 13 – 17                (IF YES, THANK AND DISMISS)
   - c) 18 – 24
   - d) 25 - 35
   - e) 36 – 49
   - f) 50 or older
2) Do you or any member of your household or family currently work for or recently have worked for: (IF YES TO ANY, THANK & DISMISS)

- A company that makes consumer electronics products
- A marketing research company
- A marketing company
- A marketing or research department of a company

3) Are you currently participating or scheduled to participate in any market research projects with any company?

- Yes THANK & DISMISS
- No CONTINUE

4) How long ago, if ever, was the last time you participated in a market research discussion group? _______________ (IF LESS THAN SIX MONTHS, THANK & DISMISS)

5) How many times total have you yourself participated in a market research discussion group? __________ (IF MORE THAN THREE, THANK & DISMISS)

6) Are you employed?

- Yes
- No

IF EMPLOYED: What is your occupation?______________________________

7) Are you a student?

- Yes—full-time student
- Yes—part-time student
- No

IF A STUDENT: Where do you go to school?______________________________
8) Which of the following do you typically do 3 or more times in a week:
   - a) Use a computer
   - b) Use a mobile phone
   - c) Use a portable digital music player (such as iPod, Zune, etc.)
   - d) Play video games
   - e) Watch TV
   - f) Listen to music
   - g) Read books
   - h) Read newspapers or magazines
   - i) None of the above

(IF YES TO Q7G, CONTINUE. OTHERWISE, THANK AND DISMISS)

9) On average, how many times a week do you read a book? ____________

10) Where do you usually read books? Please list all locations:

Seek a mix of locations

(IF ONLY “AT HOME,” THANK AND DISMISS. OTHERWISE, CONTINUE)

11) Do you read eBooks?
   - Yes
   - No

(IF YES TO Q11, CONTINUE. IF NO, SKIP TO Q15)

12) How often do you read eBooks?
   - a) Twice a week or less
   - b) 3 or more times a week
   - c) Every day

(IF 12B OR 12C, CONTINUE. OTHERWISE, THANK AND DISMISS)
13) Where do you read eBooks? Please list all locations:

________________________________________________________________________

(IF ONLY “AT HOME,” HOLD. OTHERWISE, CONTINUE)

14) On what device do you usually read eBooks?
   - a) Amazon Kindle
   - b) Sony Reader
   - c) Interead Cool-er
   - d) Other (Please specify)______________________________

(IF NOT USING A MOBILE HANDHELD DEVICE TO READ eBooks, THANK AND DISMISS. OTHERWISE, CONTINUE)

15) What is your gender?
   - Male
   - Female

16) Within which of the following ranges does your current annual household income fall? (please select one)
   - $10,000 – 35,000
   - $35,001 – 50,000
   - $50,001 – 75,000
   - $75,001 – 100,000
   - $100,001 – 125,000
   - $125,001 and up.

17) For this last question, can you tell me a story about a recent experience that involved reading?

[RECORD RESPONSE BELOW, VERBATIM.]
USE THIS QUESTION TO IDENTIFY ESPECIALLY ARTICULATE RESPONDENTS THAT ARE EASY TO UNDERSTAND. ANSWERS MUST BE INTERESTING, THOUGHTFUL AND WELL-EXPRESSED. IF RESPONDENT DOES NOT GIVE A TWO OR THREE SENTENCE, UNPROMPTED ANSWER, YOU MUST TERMINATE.
**INVITATION**

We are inviting people like you to participate in a market research project about reading. This is for research purposes only. Absolutely no attempt will be made to sell you any products or services. We would also like to let you know in advance that interviews will be videotaped and photographed for research purposes.

**Incentive**

In exchange for **fully participating in the interview session**, respondents will receive:

- Teens: _________
- Adults: _________

Would you like to participate in this research project?

- Yes
- No  **THANK & DISMISS**

Your real name will not be used or shared with anyone outside our research team. We may use images and statements from our interview to publicize our research results. Are you willing to sign our release allowing us to use images and statements from our interview to publicize our research results?

- Yes  **CONFIRM PERMISSION TO INTERVIEW IN ONE OR MORE LOCATIONS WHERE READING TYPICALLY OCCURS**

- No  **THANK & DISMISS**
[INTERVIEW SCHEDULE]: Clearly arrange and indicate date/time/address

Ensure that the location for the interview is one of the primary locations where the person reads.

Respondent Name: ______________________

Date:  _____________
Time: _____________
Location/s: ______________________________________
____________________________________

Daytime phone number of respondent: _____________________________

Alternate phone number of respondent: _____________________________

Thank you for your time. You will receive a confirmation (details go here). We look forward to meeting you.