



Purchase Influence in

**American
Business**

2008 ★ 2009



A study of purchasing power at headquarters and branch locations of senior executives at companies with sales of \$1,000,000 or more and their media usage.



Erdos & Morgan

CODEBOOK

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SECTION I
Professional Activities and Characteristics

Professional Activities and Characteristics

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

PROFESSIONAL ACTIVITIES

1. Are you currently involved in decisions on the investment of your company's pension/retirement funds or other institutional portfolio management?
- Yes.....01101
No.....01102
2. Are you currently involved in decisions on mergers or acquisitions by your company?
- Yes.....01111
No.....01112

TRAVEL

- 3a. How many trips on commercial airlines did you take **within the U.S.** for business in the **last 12 months?** *(Count each round trip as one trip.)*
- None.....01121
1 – 4.....01122
5 – 9.....01123
10 – 14.....01124
15 – 19.....01125
20 – 24.....01126
25 – 29.....01127
30 or more.....01128
- 3b. How many trips on commercial airlines did you take **outside the U.S.** for business in the **last 12 months?** *(Count each round trip as one trip.)*
- None.....01131
1 – 4.....01132
5 – 9.....01133
10 – 14.....01134
15 – 19.....01135
20 – 24.....01136
25 – 29.....01137
30 or more.....01138

DEMOGRAPHICS

- 4a. Please indicate below your job title. *(Check **one** box only.)*
- Chairman.....01141
Chief Executive Officer/President/Chief Operating Officer.....01142
Chief Financial Officer.....01143
Chief Information/Technology Officer.....01144
Owner/Partner.....01145
Treasurer/Secretary/Comptroller.....01146
Executive/Group/Senior/Staff Vice President.....01147
General Manager.....01151
Vice President— Finance.....01152
Vice President—Marketing/Sales/Advertising.....01153
Vice President—Manufacturing/Operations/Production.....01154
Vice President—All Other.....01155
Managing Director/Executive Director.....01156
Director.....01159
General Counsel.....01150
Administrator.....0115x
Manager—Miscellaneous.....01157-8
- 4b. How many people report to you, both directly and indirectly?
- Under 10.....01161
10 – 24.....01162
25 – 49.....01163
50 – 99.....01164
100 – 249.....01165
250 – 499.....01166
500 – 999.....01167
1,000 or more.....01168

Professional Activities and Characteristics *(cont'd.)*

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

DEMOGRAPHICS *(cont'd.)*

4c. What are the primary functions for which you are responsible? *(Check all that apply.)*

Administration	01171
Communication Systems	01181
Corporate Development/Planning	01191
Energy/Utilities	01201
Engineering/R&D	01211
Finance	01221
Government Affairs	01231
Human Resources and Benefits	01241
Information Systems	01251
International Operations.....	01261
Legal Affairs	01271
Manufacturing/Production/Distribution	01281
Meetings/Training	01291
Purchasing/Procurement.....	01301
Real Estate/Facilities	01311
Risk Management.....	01321
Sales/Marketing/Advertising.....	01331
Security Services	01341
Strategic Planning.....	01351
Transportation/Logistics	01361
Other Miscellaneous Management.....	01371

5. Is your company a Fortune 500 company?

Yes	01381
No.....	01382

6. Are you currently serving on your company's or any other company's board of directors?

Yes—board of own company	01391
Yes—board or another company	01401
No	01411

7. Are you male or female?

Male.....	01421
Female	01422

8. What is your age?

Under 35.....	01431
35 – 44	01432
45 – 49	01433
50 – 54	01434
55 or over	01435

9. Please check the box that best describes **your own individual employment income** in 2007, before taxes. *(Please include all income related to your employment, such as salary, bonuses, share of profits, etc. Please do not include other types of income, such as investment income, interest, rentals, etc., or income from other household members.)*

Under \$50,000.....	01441
\$50,000 – \$74,999	01442
\$75,000 – \$99,999	01443
\$100,000 – \$249,999	01444
\$250,000 – \$499,999	01445
\$500,000 or more	01446

Professional Activities and Characteristics *(cont'd.)*

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

DEMOGRAPHICS *(cont'd.)*

10. When procuring products or services, how would you rate each of the following? *(Check one box across for each.)*

	Very Important	Somewhat Important	Not At All Important
Brand Reputation.....	01451	01452	01453
Carbon Footprint	01461	01462	01463
Compatibility	01471	01472	01473
Customer Service.....	01481	01482	01483
Delivery Time	01491	01492	01493
Disposal Factors	01501	01502	01503
Durability	01511	01512	01513
Financial Terms.....	01521	01522	01523
Meets Regulatory Requirements.....	01531	01532	01533
Price	01541	01542	01543
Sustainability	01551	01552	01553
Trade-in Value	01561	01562	01563
Training	01571	01572	01573
Warranty.....	01581	01582	01583

11. Within your company, the decision to procure "Green" products or services is made at what level? *(Check one box only.)*

C-Level Executives	01591
Business Unit/Functional Management.....	01592
Plant Management	01593
Purchasing.....	01594
Legal	01595
Other	01596
None, company does not have a "Green" procurement policy.....	01597

12a. Despite company policy, would you **personally** be willing to spend more for a product or service that is environmentally friendly?

Yes	01601
No.....	01602

12b. If "yes," how much more would you be willing to spend?

Less than 1%	01611
1% – 1.9%	01612
2% – 2.9%	01613
3% – 3.9%	01614
4% – 4.9%	01615
5% or more.....	01616

3. Do you use the Internet/WorldwideWeb for any of following? *(Check all that apply.)*

Researching products you are considering buying.....	11221
Purchasing products for personnel use	11231
Purchasing products for business.....	11241
Subscribing to a daily/weekly newsletter	11251

4. Do you... *(Check one box only.)*

Read your own e-mail?.....	11261
Have someone else screen your e-mail?.....	11262
Neither, do not use e-mail.....	11263

SECTION II
Purchase Decision Involvement

About Your Involvement in Purchase Decisions

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

1. Please check the products or services with which you are personally involved in making decisions or approving purchases or leases for your organization. Then indicate the level of expenditures with which you were involved in the **last 12 months**. In the last three columns, check each type of action in which you were personally involved. *(Check all that apply.)*

	Personally Involved	IF PERSONALLY INVOLVED, EXPENDITURES IN LAST 12 MONTHS				Determine Need	Recommend or Select Supplier/ Brand	Approve or Authorize Purchase
		\$100,000 or More	\$50,000- \$99,999	\$10,000- \$49,999	Under \$10,000			
SALES & MARKETING								
Advertising & promotion related activities	02431	03301	03302	03303	03304	03311	03321	03331
Incentives	02441	03341	03342	03343	03344	03351	03361	03371
Sales force automation systems	02451	03381	03382	03383	03384	03391	03401	03411
FINANCIAL/CORPORATE SERVICES								
Accounting/auditing services	02461	03421	03422	03423	03424	03431	03441	03451
Consultancy services	02471	03461	03462	03463	03464	03471	03481	03491
Legal services	02481	03501	03502	03503	03504	03511	03521	03531
Investment banking	02491	03541	03542	03543	03544	03551	03561	03571
Commercial banking	02501	03581	03582	03583	03584	03591	03601	03611
Real estate acquisition/leasing	02511	03621	03622	03623	03624	03631	03641	03651
Retirement/pension services	02521	03661	03662	03663	03664	03671	03681	03691
Corporate credit cards	02531	03701	03702	03703	03704	03711	03721	03731
TRAVEL SERVICES								
Airline, hotel and car rental	02541	03741	03742	03743	03744	03751	03761	03771
Incentive travel	02551	04101	04102	04103	04104	04111	04121	04131
Meeting & convention sites	02561	04141	04142	04143	04144	04151	04161	04171
TRANSPORTATION								
Business aircraft/equipment and supplies	02571	04181	04182	04183	04184	04191	04201	04211
Company cars/equipment	02581	04221	04222	04223	04224	04231	04241	04251
Company trucks/equipment	02591	04261	04262	04263	04264	04271	04281	04291
Freight transportation (ground, air, rail, sea)	02601	04301	04302	04303	04304	04311	04321	04331
COMMUNICATIONS EQUIPMENT & SERVICES								
Telephone services (long distance, local)	02611	04341	04342	04343	04344	04351	04361	04371
Wireless equipment/services (cellular/portable, etc.)	02621	04381	04382	04383	04384	04391	04401	04411
Network/branch systems (PBX, ISDN lines, video-conferencing)	02631	04421	04422	04423	04424	04431	04441	04451
Other communications equipment/services	02641	04461	04462	04463	04464	04471	04481	04491
PROCUREMENT/SITE OPERATIONS								
Engineering services/R&D	02651	04501	04502	04503	04504	04511	04521	04531
Industrial process control systems	02661	04541	04542	04543	04544	04551	04561	04571
Energy-related services	02671	04581	04582	04583	04584	04591	04601	04611
Industrial machinery/ fixtures/accessories	02681	04621	04622	04623	04624	04631	04641	04651
Manufacturers' materials, supplies (chemicals, paper, plastics, etc.)	02691	04661	04662	04663	04664	04671	04681	04691
New site construction/ expansion/relocation	02701	04701	04702	04703	04704	04711	04721	04731
OFFICE OPERATIONS								
Office furnishings/fixtures/supplies	02711	05101	05102	05103	05104	05111	05121	05131
Fax, duplicators, copiers & related supplies	02721	05141	05142	05143	05144	05151	05161	05171
Express package/mail services	02731	05181	05182	05183	05184	05191	05201	05211

About Your Involvement in Purchase Decisions (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

	Personally Involved	IF PERSONALLY INVOLVED, EXPENDITURES IN LAST 12 MONTHS				Determine Need	Recommend or Select Supplier/ Brand	Approve or Authorize Purchase
		\$100,000 or More	\$50,000- \$99,999	\$10,000- \$49,999	Under \$10,000			
HUMAN RESOURCES/STAFFING								
Executive recruitment/ management consultants	02741	05221	05222	05223	05224	05231	05241	05251
Temporary staffing	02751	05261	05262	05263	05264	05271	05281	05291
Employee benefits packages (other than insurance) . .	02761	05301	05302	05303	05304	05311	05321	05331
Worker's comp/rehabilitation	02771	05341	05342	05343	05344	05351	05361	05371
INSURANCE								
Group life/health insurance	02781	05381	05382	05383	05384	05391	05401	05411
Property/casualty insurance	03101	05421	05422	05423	05424	05431	05441	05451
Corporate liability insurance (safety, security, loss prevention and environmental)	03111	05461	05462	05463	05464	05471	05481	05491
Self-insurance services	03121	05501	05502	05503	05504	05511	05521	05531
COMPUTER TECHNOLOGY								
Mainframes/mini/midi computers & related hardware . .	03131	05541	05542	05543	05544	05551	05561	05571
Software for mainframe/mini/midi computers	03141	05581	05582	05583	05584	05591	05601	05611
CAD/CAM software	03151	05621	05622	05623	05624	05631	05641	05651
Desktop computers/ workstations	03161	05661	05662	05663	05664	05671	05681	05691
Laptops/notebook computers	03171	05701	05702	05703	05704	05711	05721	05731
Software for personal computers	03181	05741	05742	05743	05744	05751	05761	05771
Handheld PCs/PDAs/palm-sized PCs	03191	06101	06102	06103	06104	06111	06121	06131
Network LAN/WAN servers/other hardware	03201	06141	06142	06143	06144	06151	06161	06171
Software for network LAN/WAN servers	03211	06181	06182	06183	06184	06191	06201	06211
Internet/Intranet/Extranet servers/hardware	03221	06221	06222	06223	06224	06231	06241	06251
Internet/Intranet/Extranet software	03231	06261	06262	06263	06264	06271	06281	06291
Internet/Intranet/Extranet content & maintenance	03241	06301	06302	06303	06304	06311	06321	06331
Software for E-business/ commerce	03251	06341	06342	06343	06344	06351	06361	06371
CRM software and services	03261	06381	06382	06383	06384	06391	06401	06411
Printers	03271	06421	06422	06423	06424	06431	06441	06451
Data storage devices	03281	06461	06462	06463	06464	06471	06481	06491
Other peripheral computer hardware (monitors, drives, modems, etc.)	03291	06501	06502	06503	06504	06511	06521	06531

SECTION III
Publication Readership

About Your Reading Preferences

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

- 1a. Shown below are the names of selected publications published daily, Monday through Friday. Please check "Yes" for each publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 1b. For those publications you read or looked into in the **last six months**, check how many of the **last five** issues published you have read or looked into.

	(a) Read/Looked into in Last 6 Months	(b) (If "Yes") Number of Issues Read Out of Last Five						
		Yes	5	4	3	2	1	None
		DAILIES						
Chicago Tribune	07101	07505	07504	07503	07502	07501	07500	
Financial Times	07111	07515	07514	07513	07512	07511	07510	
Investor's Business Daily	07121	07525	07524	07523	07522	07521	07520	
Los Angeles Times	07131	07535	07534	07533	07532	07531	07530	
The New York Times	07141	07545	07544	07543	07542	07541	07540	
USA Today	07151	07555	07554	07553	07552	07551	07550	
The Wall Street Journal	07161	07565	07564	07563	07562	07561	07560	

- 2a. Shown below are the names of selected publications published monthly, bimonthly, biweekly or weekly. Please check "Yes" for each publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 2b. For those publications you read or looked into in the **last six months**, check how many of the **last four** issues published you have read or looked into.

	(a) Read/Looked into in Last 6 Months	(b) (If "Yes") Number of Issues Read Out of Last Four					
		Yes	4	3	2	1	None
		MONTHLIES/BIMONTHLIES					
Black Enterprise	07171	07574	07573	07572	07571	07570	
BusinessWeek SmallBiz (6X Year)	07181	07584	07583	07582	07581	07580	
CFO	07191	07594	07593	07592	07591	07590	
Chief Executive	07201	07604	07603	07602	07601	07600	
Condé Nast Portfolio	07211	07614	07613	07612	07611	07610	
Entrepreneur	07221	07624	07623	07622	07621	07620	
Fast Company	07231	07634	07633	07632	07631	07630	
FSB:Fortune Small Business (10X Year)	07241	07644	07643	07642	07641	07640	
Harvard Business Review	07251	07654	07653	07652	07651	07650	
Hispanic Business (10x Year)	07261	07664	07663	07662	07661	07660	
IEEE Spectrum	07271	07674	07673	07672	07671	07670	
Inc.	07281	07684	07683	07682	07681	07680	
IndustryWeek	07291	07694	07693	07692	07691	07690	
Kiplinger's Personal Finance	07301	07704	07703	07702	07701	07700	
Money	07311	07714	07713	07712	07711	07710	
National Geographic	07321	07724	07723	07722	07721	07720	
Popular Science	07331	07734	07733	07732	07731	07730	
Sales & Marketing Management	07341	07744	07743	07742	07741	07740	
Scientific American	07351	07754	07753	07752	07751	07750	
SmartMoney	07361	07764	07763	07762	07761	07760	
Technology Review	07371	07774	07773	07772	07771	07770	
Wired	07381	07784	07783	07782	07781	07780	
Worth (10x Year)	07391	08094	08093	08092	08091	08090	
BIWEEKLIES							
Forbes	07401	08104	08103	08102	08101	08100	
Fortune	07411	08114	08113	08112	08111	08110	
WEEKLIES							
Business Week	07421	08124	08123	08122	08121	08120	
The Economist	07431	08134	08133	08132	08131	08130	
The New Yorker	07441	08144	08143	08142	08141	08140	
Newsweek	07451	08154	08153	08152	08151	08150	
Sports Illustrated	07461	08164	08163	08162	08161	08160	
Time	07471	08174	08173	08172	08171	08170	
U.S. News & World Report	07481	08184	08183	08182	08181	08180	
The Week	07491	08194	08193	08192	08191	08190	

About Your Reading Preferences *(cont'd.)*

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

- 3a. Shown below are the names of specialized publications in selected categories. Each publication's issue frequency is provided to assist your recognition. Please check "Yes" for **each** publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 3b. For those publications you have read or looked into in the **last six months**, check how many of the **last four** issues published you have read or looked into.

	(a) Read/Looked into in Last 6 Months	(b) (If "Yes") Number of Issues Read Out of Last Four				
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
AIRLINE/INFLIGHT/ENROUTE						
American Way (24x Year)	08201	08544	08543	08542	08541	08540
Continental (Monthly)	08211	08554	08553	08552	08551	08550
Delta Air Lines Sky Magazine (Monthly)	08221	08564	08563	08562	08561	08560
Hemispheres [United Airlines] (Monthly)	08231	08574	08573	08572	08571	08570
NWA World Traveler (Monthly)	08241	08584	08583	08582	08581	08580
Southwest Airlines Spirit (Monthly)	08251	08594	08593	08592	08591	08590
US Airways Magazine (Monthly)	08261	08604	08603	08602	08601	08600
BUSINESS MEETINGS						
Business Travel News (29X Year)	08271	08614	08613	08612	08611	08610
Corporate Meetings & Incentives (Monthly)	08281	08624	08623	08622	08621	08620
Meeting News (18x Year)	08291	08634	08633	08632	08631	08630
Meetings & Conventions (Monthly)	08301	08644	08643	08642	08641	08640
Successful Meetings (Monthly)	08311	08654	08653	08652	08651	08650
FINANCE/MONEY MANAGEMENT						
Barron's (Weekly)	08321	08664	08663	08662	08661	08660
Bloomberg Markets (Monthly)	08331	08674	08673	08672	08671	08670
The Deal (Weekly)	08341	08684	08683	08682	08681	08680
Global Finance (Monthly)	08361	08704	08703	08702	08701	08700
Institutional Investor (Monthly)	08371	08714	08713	08712	08711	08710
Pensions & Investments (Biweekly)	08381	08724	08723	08722	08721	08720
INSURANCE						
Best's Review (Monthly)	08391	08734	08733	08732	08731	08730
Business Insurance (Weekly)	08401	08744	08743	08742	08741	08740
Employee Benefit News (15x Year)	08411	08754	08753	08752	08751	08750
National Underwriter (Weekly)	08421	08764	08763	08762	08761	08760
Risk & Insurance (15x Year)	08431	08774	08773	08772	08771	08770
INFORMATION TECHNOLOGY/PERSONAL COMPUTERS						
CIO Magazine (21x Year)	08441	09104	09103	09102	09101	09100
Communications News (Monthly)	08451	09114	09113	09112	09111	09110
Computerworld (Weekly)	08461	09124	09123	09122	09121	09120
eWeek	08471	09134	09133	09132	09131	09130
InformationWeek	08481	09144	09143	09142	09141	09140
Macworld (Monthly)	08491	09154	09153	09152	09151	09150
NetworkWorld (Weekly)	08501	09164	09163	09162	09161	09160
PC Magazine (Biweekly)	08511	09174	09173	09172	09171	09170
PC World (Monthly)	08521	09184	09183	09182	09181	09180

SECTION IV
Broadcast/Cable TV Viewership

About Your Television Viewing

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

1a. Shown below are the names of selected business and news television programs that usually appear every weekday, Monday through Friday. Please check "Yes" for **each** program you have viewed in the **last six months** in your home or elsewhere.

1b. For those programs you have viewed in the **last six months**, check how many of the **last five** programs you viewed.

	(a) Viewed in Last 6 Months Yes	(b) (If "Yes") Number of Programs Viewed Out of Last Five					
		5	4	3	2	1	None
		WEEKDAY PROGRAMS					
BROADCAST							
BBC News (PBS)	09201	09605	09604	09603	09602	09601	09600
CBS Evening News	09211	09615	09614	09613	09612	09611	09610
The Early Show (CBS)	09221	09625	09624	09623	09622	09621	09620
Good Morning America (ABC)	09231	09635	09634	09633	09632	09631	09630
NBC Nightly News	09241	09645	09644	09643	09642	09641	09640
The NewsHour with Jim Lehrer (PBS)	09251	09655	09654	09653	09652	09651	09650
Nightline (ABC)	09261	09665	09664	09663	09662	09661	09660
Nightly Business Report (PBS)	09271	09675	09674	09673	09672	09671	09670
The Today Show (NBC)	09281	09685	09684	09683	09682	09681	09680
World News with Charles Gibson (ABC)	09291	09695	09694	09693	09692	09691	09690
WEEKDAY PROGRAMS							
CABLE							
American Morning (CNN)	09301	09705	09704	09703	09702	09701	09700
Anderson Cooper 360° (CNN)	09311	09715	09714	09713	09712	09711	09710
The Big Idea with Donny Deutsch (CNBC)	09321	09725	09724	09723	09722	09721	09720
Bloomberg Television (E!)	09331	09735	09734	09733	09732	09731	09730
The Call (CNBC)	09341	09745	09744	09743	09742	09741	09740
Closing Bell (CNBC)	09351	10105	10104	10103	10102	10101	10100
CNN Newsroom	09361	10115	10114	10113	10112	10111	10110
Countdown with Keith Olbermann (MSNBC)	09371	10125	10124	10123	10122	10121	10120
Fast Money (CNBC)	09381	10135	10134	10133	10132	10131	10130
Fox & Friends (FNC)	09391	10145	10144	10143	10142	10141	10140
The Fox Report with Shepard Smith (FNC)	09401	10155	10154	10153	10152	10151	10150
Hannity & Colmes (FNC)	09411	10165	10164	10163	10162	10161	10160
Hardball with Chris Matthews (MSNBC)	09421	10175	10174	10173	10172	10171	10170
Kudlow & Company (CNBC)	09431	10185	10184	10183	10182	10181	10180
Larry King Live (CNN)	09441	10195	10194	10193	10192	10191	10190
Lou Dobbs Tonight (CNN)	09451	10205	10204	10203	10202	10201	10200
Mad Money (CNBC)	09461	10215	10214	10213	10212	10211	10210
Morning Joe (MSNBC)	09471	10225	10224	10223	10222	10221	10220
MSNBC Live	09481	10235	10234	10233	10232	10231	10230
The O'Reilly Factor (FNC)	09491	10245	10244	10243	10242	10241	10240
On the Record with Greta Van Susteren (FNC)	09501	10255	10254	10253	10252	10251	10250
Power Lunch (CNBC)	09511	10265	10264	10263	10262	10261	10260
Race for the White House with David Gregory (MSNBC)	09521	10275	10274	10273	10272	10271	10270
Situation Room (CNN)	09531	10285	10284	10283	10282	10281	10280
Special Report with Brit Hume (FNC)	09541	10295	10294	10293	10292	10291	10290
Squawk Box (CNBC)	09551	10305	10304	10303	10302	10301	10300
Squawk on the Street (CNBC)	09561	10315	10314	10313	10312	10311	10310
Street Signs (CNBC)	09571	10325	10324	10323	10322	10321	10320
The Verdict with Dan Abrams (MSNBC)	09581	10335	10334	10333	10332	10331	10330
Your World with Neil Cavuto (FNC)	09591	10345	10344	10343	10342	10341	10340

About Your Television Viewing (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

2a. Shown below are the names of business and news television programs that usually appear weekly. Please check "Yes" for **each** program you have viewed in the **last six months** in your home or elsewhere.

2b. For those programs you have viewed in the **last six months**, check how many of the **last four** programs you viewed.

	(a) Viewed in Last 6 Months Yes	(b) (If "Yes") Number of Programs Viewed Out of Last Four				
		4	3	2	1	None
		WEEKLY PROGRAMS				
BROADCAST						
20/20 (ABC)	10351	10604	10603	10602	10601	10600
60 Minutes (CBS)	10361	10614	10613	10612	10611	10610
Dateline (NBC)	10371	10624	10623	10622	10621	10620
BusinessWeek TV (SYN)	10381	10634	10633	10632	10631	10630
Face the Nation (CBS)	10391	10644	10643	10642	10641	10640
Fox News Sunday (FOX,FNC)	10401	10654	10653	10652	10651	10650
Frontline (PBS)	10411	10664	10663	10662	10661	10660
The McLaughlin Group (SYN)	10421	10674	10673	10672	10671	10670
Meet the Press (NBC,CNBC)	10431	10684	10683	10682	10681	10680
NOW (PBS)	10441	10694	10693	10692	10691	10690
Sunday Morning with Charles Osgood (CBS)	10451	10704	10703	10702	10701	10700
This Week with George Stephanopoulos (ABC)	10461	10714	10713	10712	10711	10710
Washington Week (PBS)	10471	10724	10723	10722	10721	10720
WEEKLY PROGRAMS						
CABLE						
The Beltway Boys (FNC)	10481	11104	11103	11102	11101	11100
Bulls & Bears (FNC)	10491	11114	11113	11112	11111	11110
Cashin' In (FNC)	10501	11124	11123	11122	11121	11120
Cavuto on Business (FNC)	10511	11134	11133	11132	11131	11130
CNN Presents	10521	11144	11143	11142	11141	11140
CNN: Special Investigations Unit	10531	11154	11153	11152	11151	11150
Forbes on Fox (FNC)	10541	11164	11163	11162	11161	11160
In the Money (CNN)	10551	11174	11173	11172	11171	11170
The Journal Editorial Report (FNC)	10561	11184	11183	11182	11181	11180
Late Edition with Wolf Blitzer (CNN)	10571	11194	11193	11192	11191	11190
Reliable Sources (CNN)	10581	11204	11203	11202	11201	11200
Wall Street Journal Report with Maria Bartiromo (CNBC)	10591	11214	11213	11212	11211	11210

SECTION V
Supplemental Codes

Sample

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

Category	Code
WEIGHT FIELD (3 decimal position implied)	1461-1469
LOCATION	
Headquarters.....	14601
Branch	14602
COMPANY SALES	
\$1 million – \$4.9 million	12091
\$5 million – \$9.9 million	12092
\$10 million – \$49.9 million	12093
\$50 million – \$99.9 million	12094
\$100 million – \$999.9 million	12095
\$1 billion or more	12096
LEGAL STATUS	
Proprietorship.....	12441
Partnership	12442
Corporation.....	12443
IMPORT/EXPORT	
Imports.....	12431
Exports	12432
Both Imports and Exports	12433
TERRITORY COVERED	
Local	12491
Regional.....	12492
U.S.....	12493
U.S./Canada	12494
International.....	12495
SIC GROUP CODES	
Agriculture, Forestry & Fishing	12081
Mining	12082
Construction.....	12083
Manufacturing.....	12084
Transportation, Communication & Public Utilities.....	12085
Wholesale Trade.....	12086
Retail Trade	12087
Finance, Insurance & Real Estate.....	12088
Business Services.....	12089

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
PRIMARY SIC CODE	1245-1248
COMPANY SIZE—TOTAL EMPLOYEES	1232-1237
YEAR STARTED	1238-1241
METROPOLITAN STATISTICAL AREAS, November 2007	
Location: Alpha 1407-1455	1456-1458
SOURCE: U.S. Census Bureau, Population Division	
INTERNET RELEASE DATE: June 24, 2008	
METROPOLITAN STATISTICAL AREA	
Abilene, TX001
Aguadilla-Isabela-San Sebastián, PR.....	.002
Akron, OH003
Albany, GA004
Albany-Schenectady-Troy, NY005
Albuquerque, NM006
Alexandria, LA007
Allentown-Bethlehem-Easton, PA-NJ008
Altoona, PA.....	.009
Amarillo, TX.....	.010
Ames, IA.....	.011
Anchorage, AK.....	.012
Anderson, IN.....	.013
Anderson, SC014
Ann Arbor, MI015
Anniston-Oxford, AL016
Appleton, WI.....	.017
Asheville, NC.....	.018
Athens-Clarke County, GA019
Atlanta-Sandy Springs-Marietta, GA020
Atlantic City-Hammonton, NJ021
Auburn-Opelika, AL022
Augusta-Richmond County, GA-SC023
Austin-Round Rock, TX024
Bakersfield, CA.....	.025
Baltimore-Towson, MD026
Bangor, ME.....	.027
Barnstable Town, MA028
Baton Rouge, LA029
Battle Creek, MI030
Bay City, MI031
Beaumont-Port Arthur, TX032
Bellingham, WA033
Bend, OR034
Billings, MT.....	.035
Binghamton, NY.....	.036
Birmingham-Hoover, AL.....	.037
Bismarck, ND.....	.038
Blacksburg-Christiansburg-Radford, VA039
Bloomington, IN.....	.040

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
Bloomington-Normal, IL.....	.041
Boise City-Nampa, ID.....	.042
Boston-Cambridge-Quincy, MA-NH.....	.043
Boulder, CO.....	.044
Bowling Green, KY.....	.045
Bradenton-Sarasota-Venice, FL.....	.046
Bremerton-Silverdale, WA.....	.047
Bridgeport-Stamford-Norwalk, CT.....	.048
Brownsville-Harlingen, TX.....	.049
Brunswick, GA.....	.050
Buffalo-Niagara Falls, NY.....	.051
Burlington, NC.....	.052
Burlington-South Burlington, VT.....	.053
Canton-Massillon, OH.....	.054
Cape Coral-Fort Myers, FL.....	.055
Carson City, NV.....	.056
Casper, WY.....	.057
Cedar Rapids, IA.....	.058
Champaign-Urbana, IL.....	.059
Charleston, WV.....	.060
Charleston-North Charleston-Summerville, SC.....	.061
Charlotte-Gastonia-Concord, NC-SC.....	.062
Charlottesville, VA.....	.063
Chattanooga, TN-GA.....	.064
Cheyenne, WY.....	.065
Chicago-Naperville-Joliet, IL-IN-WI.....	.066
Chico, CA.....	.067
Cincinnati-Middletown, OH-KY-IN.....	.068
Clarksville, TN-KY.....	.069
Cleveland, TN.....	.070
Cleveland-Elyria-Mentor, OH.....	.071
Coeur d'Alene, ID.....	.072
College Station-Bryan, TX.....	.073
Colorado Springs, CO.....	.074
Columbia, MO.....	.075
Columbia, SC.....	.076
Columbus, GA-AL.....	.077
Columbus, IN.....	.078
Columbus, OH.....	.079
Corpus Christi, TX.....	.080
Corvallis, OR.....	.081
Cumberland, MD-WV.....	.082
Dallas-Fort Worth-Arlington, TX.....	.083
Dalton, GA.....	.084
Danville, IL.....	.085
Danville, VA.....	.086
Davenport-Moline-Rock Island, IA-IL.....	.087
Dayton, OH.....	.088
Decatur, AL.....	.089
Decatur, IL.....	.090

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
Deltona-Daytona Beach-Ormond Beach, FL091
Denver-Aurora, CO092
Des Moines-West Des Moines, IA093
Detroit-Warren-Livonia, MI094
Dothan, AL095
Dover, DE096
Dubuque, IA097
Duluth, MN-WI098
Durham, NC099
Eau Claire, WI100
El Centro, CA101
Elizabethtown, KY102
Elkhart-Goshen, IN103
Elmira, NY104
El Paso, TX105
Erie, PA106
Eugene-Springfield, OR107
Evansville, IN-KY108
Fairbanks, AK109
Fajardo, PR110
Fargo, ND-MN111
Farmington, NM112
Fayetteville, NC113
Fayetteville-Springdale-Rogers, AR-MO114
Flagstaff, AZ115
Flint, MI116
Florence, SC117
Florence-Muscle Shoals, AL118
Fond du Lac, WI119
Fort Collins-Loveland, CO120
Fort Smith, AR-OK121
Fort Walton Beach-Crestview-Destin, FL122
Fort Wayne, IN123
Fresno, CA124
Gadsden, AL125
Gainesville, FL126
Gainesville, GA127
Glens Falls, NY128
Goldsboro, NC129
Grand Forks, ND-MN130
Grand Junction, CO131
Grand Rapids-Wyoming, MI132
Great Falls, MT133
Greeley, CO134
Green Bay, WI135
Greensboro-High Point, NC136
Greenville, NC137
Greenville-Mauldin-Easley, SC138
Guayama, PR139
Gulfport-Biloxi, MS140

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
Hagerstown-Martinsburg, MD-WV	141
Hanford-Corcoran, CA	142
Harrisburg-Carlisle, PA	143
Harrisonburg, VA	144
Hartford-West Hartford-East Hartford, CT	145
Hattiesburg, MS.....	146
Hickory-Lenoir-Morganton, NC.....	147
Hinesville-Fort Stewart, GA.....	148
Holland-Grand Haven, MI	149
Honolulu, HI.....	150
Hot Springs, AR.....	151
Houma-Bayou Cane-Thibodaux, LA.....	152
Houston-Sugar Land-Baytown, TX.....	153
Huntington-Ashland, WV-KY-OH.....	154
Huntsville, AL	155
Idaho Falls, ID.....	156
Indianapolis-Carmel, IN	157
Iowa City, IA	158
Ithaca, NY	159
Jackson, MI	160
Jackson, MS.....	161
Jackson, TN.....	162
Jacksonville, FL	163
Jacksonville, NC.....	164
Janesville, WI	165
Jefferson City, MO.....	166
Johnson City, TN	167
Johnstown, PA	168
Jonesboro, AR	169
Joplin, MO	170
Kalamazoo-Portage, MI	171
Kankakee-Bradley, IL.....	172
Kansas City, MO-KS	173
Kennewick-Pasco-Richland, WA	174
Killeen-Temple-Fort Hood, TX.....	175
Kingsport-Bristol-Bristol, TN-VA	176
Kingston, NY	177
Knoxville, TN.....	178
Kokomo, IN.....	179
La Crosse, WI-MN.....	180
Lafayette, IN.....	181
Lafayette, LA	182
Lake Charles, LA	183
Lake Havasu City-Kingman, AZ.....	184
Lakeland-Winter Haven, FL.....	185
Lancaster, PA.....	186
Lansing-East Lansing, MI	187
Laredo, TX.....	188
Las Cruces, NM.....	189
Las Vegas-Paradise, NV	190

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

Category	Code
Lawrence, KS	191
Lawton, OK.....	192
Lebanon, PA.....	193
Lewiston, ID-WA.....	194
Lewiston-Auburn, ME.....	195
Lexington-Fayette, KY.....	196
Lima, OH.....	197
Lincoln, NE.....	198
Little Rock-North Little Rock-Conway, AR.....	199
Logan, UT-ID	200
Longview, TX	201
Longview, WA.....	202
Los Angeles-Long Beach-Santa Ana, CA.....	203
Louisville/Jefferson County, KY-IN	204
Lubbock, TX.....	205
Lynchburg, VA.....	206
Macon, GA	207
Madera, CA.....	208
Madison, WI	209
Manchester-Nashua, NH	210
Mansfield, OH.....	211
Mayagüez, PR	212
McAllen-Edinburg-Mission, TX.....	213
Medford, OR	214
Memphis, TN-MS-AR	215
Merced, CA.....	216
Miami-Fort Lauderdale-Pompano Beach, FL.....	217
Michigan City-La Porte, IN.....	218
Midland, TX	219
Milwaukee-Waukesha-West Allis, WI.....	220
Minneapolis-St. Paul-Bloomington, MN-WI	221
Missoula, MT	222
Mobile, AL	223
Modesto, CA	224
Monroe, LA.....	225
Monroe, MI.....	226
Montgomery, AL.....	227
Morgantown, WV.....	228
Morristown, TN.....	229
Mount Vernon-Anacortes, WA.....	230
Muncie, IN.....	231
Muskegon-Norton Shores, MI.....	232
Myrtle Beach-North Myrtle Beach-Conway, SC.....	233
Napa, CA	234
Naples-Marco Island, FL.....	235
Nashville-Davidson-Murfreesboro-Franklin, TN	236
New Haven-Milford, CT.....	237
New Orleans-Metairie-Kenner, LA.....	238
New York-Northern New Jersey-Long Island, NY-NJ-PA	239
Niles-Benton Harbor, MI	240

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
Norwich-New London, CT.....	241
Ocala, FL.....	242
Ocean City, NJ.....	243
Odessa, TX.....	244
Ogden-Clearfield, UT.....	245
Oklahoma City, OK.....	246
Olympia, WA.....	247
Omaha-Council Bluffs, NE-IA.....	248
Orlando-Kissimmee, FL.....	249
Oshkosh-Neenah, WI.....	250
Owensboro, KY.....	251
Oxnard-Thousand Oaks-Ventura, CA.....	252
Palm Bay-Melbourne-Titusville, FL.....	253
Palm Coast, FL.....	254
Panama City-Lynn Haven, FL.....	255
Parkersburg-Marietta-Vienna, WV-OH.....	256
Pascagoula, MS.....	257
Pensacola-Ferry Pass-Brent, FL.....	258
Peoria, IL.....	259
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD.....	260
Phoenix-Mesa-Scottsdale, AZ.....	261
Pine Bluff, AR.....	262
Pittsburgh, PA.....	263
Pittsfield, MA.....	264
Pocatello, ID.....	265
Ponce, PR.....	266
Portland-South Portland-Biddeford, ME.....	267
Portland-Vancouver-Beaverton, OR-WA.....	268
Port St. Lucie, FL.....	269
Poughkeepsie-Newburgh-Middletown, NY.....	270
Prescott, AZ.....	271
Providence-New Bedford-Fall River, RI-MA.....	272
Provo-Orem, UT.....	273
Pueblo, CO.....	274
Punta Gorda, FL.....	275
Racine, WI.....	276
Raleigh-Cary, NC.....	277
Rapid City, SD.....	278
Reading, PA.....	279
Redding, CA.....	280
Reno-Sparks, NV.....	281
Richmond, VA.....	282
Riverside-San Bernardino-Ontario, CA.....	283
Roanoke, VA.....	284
Rochester, MN.....	285
Rochester, NY.....	286
Rockford, IL.....	287
Rocky Mount, NC.....	288
Rome, GA.....	289
Sacramento-Arden-Arcade-Roseville, CA.....	290

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

Category	Code
Saginaw-Saginaw Township North, MI	291
St. Cloud, MN	292
St. George, UT	293
St. Joseph, MO-KS	294
St. Louis, MO-IL	295
Salem, OR	296
Salinas, CA	297
Salisbury, MD	298
Salt Lake City, UT	299
San Angelo, TX	300
San Antonio, TX	301
San Diego-Carlsbad-San Marcos, CA	302
Sandusky, OH	303
San Francisco-Oakland-Fremont, CA	304
San Germán-Cabo Rojo, PR	305
San Jose-Sunnyvale-Santa Clara, CA	306
San Juan-Caguas-Guaynabo, PR	307
San Luis Obispo-Paso Robles, CA	308
Santa Barbara-Santa Maria-Goleta, CA	309
Santa Cruz-Watsonville, CA	310
Santa Fe, NM	311
Santa Rosa-Petaluma, CA	312
Savannah, GA	313
Scranton-Wilkes-Barre, PA	314
Seattle-Tacoma-Bellevue, WA	315
Sebastian-Vero Beach, FL	316
Sheboygan, WI	317
Sherman-Denison, TX	318
Shreveport-Bossier City, LA	319
Sioux City, IA-NE-SD	320
Sioux Falls, SD	321
South Bend-Mishawaka, IN-MI	322
Spartanburg, SC	323
Spokane, WA	324
Springfield, IL	325
Springfield, MA	326
Springfield, MO	327
Springfield, OH	328
State College, PA	329
Stockton, CA	330
Sumter, SC	331
Syracuse, NY	332
Tallahassee, FL	333
Tampa-St. Petersburg-Clearwater, FL	334
Terre Haute, IN	335
Texarkana, TX-Texarkana, AR	336
Toledo, OH	337
Topeka, KS	338
Trenton-Ewing, NJ	339
Tucson, AZ	340

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

<u>Category</u>	<u>Code</u>
Tulsa, OK	341
Tuscaloosa, AL	342
Tyler, TX	343
Utica-Rome, NY	344
Valdosta, GA	345
Vallejo-Fairfield, CA	346
Victoria, TX	347
Vineland-Millville-Bridgeton, NJ.....	348
Virginia Beach-Norfolk-Newport News, VA-NC	349
Visalia-Porterville, CA	350
Waco, TX	351
Warner Robins, GA	352
Washington-Arlington-Alexandria, DC-VA-MD-WV	353
Waterloo-Cedar Falls, IA	354
Wausau, WI	355
Weirton-Steubenville, WV-OH	356
Wenatchee, WA	357
Wheeling, WV-OH.....	358
Wichita, KS	359
Wichita Falls, TX	360
Williamsport, PA	361
Wilmington, NC.....	362
Winchester, VA-WV	363
Winston-Salem, NC.....	364
Worcester, MA	365
Yakima, WA	366
Yauco, PR.....	367
York-Hanover, PA	368
Youngstown-Warren-Boardman, OH-PA	369
Yuba City, CA.....	370
Yuma, AZ	371

Sample (cont'd.)

*Note: **Card**=1st 2 digits; **Column**=2nd 2 digits; **Punch**=5th Digit

STATE CODES

State	Alpha Code <u>1250-1251</u>	Numeric Code <u>1252-1253</u>
Alabama.....	AL	01
Alaska.....	AK	02
Arizona.....	AZ	04
Arkansas.....	AR	05
California.....	CA	06
Colorado.....	CO	08
Connecticut.....	CT	09
Delaware.....	DE	10
District of Columbia.....	DC	11
Florida.....	FL	12
Georgia.....	GA	13
Hawaii.....	HI	15
Idaho.....	ID	16
Illinois.....	IL	17
Indiana.....	IN	18
Iowa.....	IA	19
Kansas.....	KS	20
Kentucky.....	KY	21
Louisiana.....	LA	22
Maine.....	ME	23
Maryland.....	MD	24
Massachusetts.....	MA	25
Michigan.....	MI	26
Minnesota.....	MN	27
Mississippi.....	MS	28
Missouri.....	MO	29
Montana.....	MT	30
Nebraska.....	NE	31
Nevada.....	NV	32
New Hampshire.....	NH	33
New Jersey.....	NJ	34
New Mexico.....	NM	35
New York.....	NY	36
North Carolina.....	NC	37
North Dakota.....	ND	38
Ohio.....	OH	39
Oklahoma.....	OK	40
Oregon.....	OR	41
Pennsylvania.....	PA	42
Rhode Island.....	RI	44
South Carolina.....	SC	45
South Dakota.....	SD	46
Tennessee.....	TN	47
Texas.....	TX	48
Utah.....	UT	49
Vermont.....	VT	50
Virginia.....	VA	51
Washington.....	WA	53
West Virginia.....	WV	54
Wisconsin.....	WI	55
Wyoming.....	WY	56

SECTION VI
Questionnaire

EXECUTIVE SURVEY OF PURCHASE INFLUENCE

[9-1]

PROFESSIONAL ACTIVITIES AND CHARACTERISTICS

1. Are you currently involved in decisions on the investment of your company's pension/retirement funds or other institutional portfolio management?
 Yes-1 No.....-2 (10)
2. Are you currently involved in decisions on mergers or acquisitions by your company?
 Yes-1 No.....-2 (11)
- 3a. How many trips on commercial airlines did you take **within the U.S.** for business in the **last 12 months?** (Count each round trip as one trip.)
 None.....-1 15 – 19-5 (12)
 1 – 4-2 20 – 24-6
 5 – 9-3 25 – 29-7
 10 – 14-4 30 or more-8
- 3b. How many trips on commercial airlines did you take **outside the U.S.** for business in the **last 12 months?** (Count each round trip as one trip.)
 None.....-1 15 – 19-5 (13)
 1 – 4-2 20 – 24-6
 5 – 9-3 25 – 29-7
 10 – 14-4 30 or more-8
- 4a. Please indicate below your job title. (Check **one** box only.)
 Chairman-1 (14)
 Chief Executive Officer/President/Chief Operating Officer...-2
 Chief Financial Officer.....-3
 Chief Information/Technology Officer-4
 Owner/Partner-5
 Treasurer/Secretary/Comptroller-6
 Executive/Group/Senior/Staff Vice President.....-7
 General Manager-1 (15)
 Vice President–Finance-2
 Vice President–Marketing/Sales/Advertising-3
 Vice President–Manufacturing/Operations/Production.....-4
 Vice President–All Other-5
 Managing Director/Executive Director-6
 Other: _____-7
(please specify)
- 4b. How many people report to you, both directly and indirectly?
 Less than 10-1 100 – 249-5 (16)
 10 – 24-2 250 – 499-6
 25 – 49-3 500 – 999-7
 50 – 99-4 1,000 or more-8
- 4c. What are the primary functions for which you are responsible? (Check **all that apply**.)
 Administration-17
 Communication Systems-18
 Corporate Development/Planning.....-19
 Energy/Utilities-20
 Engineering/R&D-21
 Finance-22
 Government Affairs-23
 Human Resources and Benefits-24
 Information Systems-25
 International Operations.....-26
 Legal Affairs.....-27
 Manufacturing/Production/Distribution.....-28
 Meetings/Training-29
 Purchasing/Procurement-30
 Real Estate/Facilities-31
 Risk Management.....-32
 Sales/Marketing/Advertising.....-33
 Security Services.....-34
 Strategic Planning.....-35
 Transportation/Logistics-36
 Other: _____-37
(please specify)
5. Is your company a Fortune 500 company?
 Yes-1 No.....-2 (38)
6. Are you currently serving on your company's or any other company's board of directors?
 Yes – board of own company-39
 Yes – board of another company-40
 No.....-41
7. Are you male or female?
 Male.....-1 Female-2 (42)
8. What is your age?
 Under 35-1 50 – 54-4 (43)
 35 – 44-2 55 or over-5
 45 – 49-3
9. Please check the box that best describes **your own individual employment income** in 2007, before taxes. (Please include all income related to your employment, such as salary, bonuses, share of profits, etc. Please do not include other types of income, such as investment income, interest, rentals, etc., or income from other household members.)
 Under \$50,000-1 \$100,000 – \$249,999 -4 (44)
 \$50,000 – \$74,999-2 \$250,000 – \$499,999 ..-5
 \$75,000 – \$99,999-3 \$500,000 or more-6
10. When procuring products or services, how would you rate each of the following? (Check **one** box across for each.)

	Very Important	Somewhat Important	Not At All Important	
Brand Reputation	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(45)
Carbon Footprint.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(46)
Compatibility	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(47)
Customer Service	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(48)
Delivery Time	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(49)
Disposal Factors.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(50)
Durability	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(51)
Financial Terms.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(52)
Meets Regulatory Requirements ..	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(53)
Price.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(54)
Sustainability.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(55)
Trade-in Value.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(56)
Training.....	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(57)
Warranty	-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	(58)
11. Within your company, the decision to procure "Green" products or services is made at what level? (Check **one** box only.)
 C-Level Executives-1 (59)
 Business Unit/Functional Management-2
 Plant Management-3
 Purchasing-4
 Legal-5
 Other-6
 None, company does not have a "Green" procurement policy.....-7
- 12a. Despite company policy, would you **personally** be willing to spend more for a product or service that is environmentally friendly?
 Yes-1 No.....-2 (60)
- 12b. If "yes," how much more would you be willing to spend?
 Less than 1%.....-1 3% to 3.9%.....-4 (61)
 1% – 1.9%-2 4% to 4.9%.....-5
 2% – 2.9%-3 5% or more.....-6

[79-0]
[80-1]

ABOUT YOUR INVOLVEMENT IN PURCHASE DECISIONS

1. Please check the products or services with which you are personally involved in making decisions or approving purchases or leases for your organization. Then indicate the level of expenditures with which you were involved in the **last 12 months**. In the last three columns, check each type of action in which you were personally involved. *(Check all that apply.)* [10-42]

		Personally Involved	IF PERSONALLY INVOLVED, EXPENDITURES IN LAST 12 MONTHS				Determine Need	Recommend or Select Supplier/ Brand	Approve or Authorize Purchase
			\$100,000 or More	\$50,000-\$99,999	\$10,000-\$49,999	Under \$10,000			
Sales & Marketing	Advertising & promotion related activities	43 <input type="checkbox"/>	30-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	31 <input type="checkbox"/>	32 <input type="checkbox"/>	33 <input type="checkbox"/>
	Incentives	44 <input type="checkbox"/>	34-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>	37 <input type="checkbox"/>
	Sales force automation systems	45 <input type="checkbox"/>	38-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	39 <input type="checkbox"/>	40 <input type="checkbox"/>	41 <input type="checkbox"/>
Financial/Corporate Services	Accounting/auditing services	46 <input type="checkbox"/>	42-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	43 <input type="checkbox"/>	44 <input type="checkbox"/>	45 <input type="checkbox"/>
	Consultancy services	47 <input type="checkbox"/>	46-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	47 <input type="checkbox"/>	48 <input type="checkbox"/>	49 <input type="checkbox"/>
	Legal services	48 <input type="checkbox"/>	50-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	51 <input type="checkbox"/>	52 <input type="checkbox"/>	53 <input type="checkbox"/>
	Investment banking	49 <input type="checkbox"/>	54-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	55 <input type="checkbox"/>	56 <input type="checkbox"/>	57 <input type="checkbox"/>
	Commercial banking	50 <input type="checkbox"/>	58-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	59 <input type="checkbox"/>	60 <input type="checkbox"/>	61 <input type="checkbox"/>
	Real estate acquisition/leasing	51 <input type="checkbox"/>	62-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	63 <input type="checkbox"/>	64 <input type="checkbox"/>	65 <input type="checkbox"/>
	Retirement/pension services	52 <input type="checkbox"/>	66-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	67 <input type="checkbox"/>	68 <input type="checkbox"/>	69 <input type="checkbox"/>
Corporate credit cards	53 <input type="checkbox"/>	70-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	71 <input type="checkbox"/>	72 <input type="checkbox"/>	73 <input type="checkbox"/>	
Travel Services	Airline, hotel and car rental	54 <input type="checkbox"/>	74-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	75 <input type="checkbox"/>	76 <input type="checkbox"/>	77 <input type="checkbox"/> [79-0]
	Incentive travel	55 <input type="checkbox"/>	10-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>	13 <input type="checkbox"/> [80-3]
	Meeting & convention sites	56 <input type="checkbox"/>	14-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	15 <input type="checkbox"/>	16 <input type="checkbox"/>	17 <input type="checkbox"/>
Transportation	Business aircraft/equipment and supplies	57 <input type="checkbox"/>	18-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	19 <input type="checkbox"/>	20 <input type="checkbox"/>	21 <input type="checkbox"/>
	Company cars/equipment	58 <input type="checkbox"/>	22-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>	25 <input type="checkbox"/>
	Company trucks/equipment	59 <input type="checkbox"/>	26-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>
	Freight transportation (ground, air, rail, sea)	60 <input type="checkbox"/>	30-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	31 <input type="checkbox"/>	32 <input type="checkbox"/>	33 <input type="checkbox"/>
Communications Equipment & Services	Telephone services (long distance, local)	61 <input type="checkbox"/>	34-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>	37 <input type="checkbox"/>
	Wireless equipment/services (cellular/portable, etc.)	62 <input type="checkbox"/>	38-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	39 <input type="checkbox"/>	40 <input type="checkbox"/>	41 <input type="checkbox"/>
	Network/branch systems (PBX, ISDN lines, video-conferencing)	63 <input type="checkbox"/>	42-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	43 <input type="checkbox"/>	44 <input type="checkbox"/>	45 <input type="checkbox"/>
	Other communications equipment/services	64 <input type="checkbox"/>	46-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	47 <input type="checkbox"/>	48 <input type="checkbox"/>	49 <input type="checkbox"/>
Procurement/ Site Operations	Engineering services/R&D	65 <input type="checkbox"/>	50-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	51 <input type="checkbox"/>	52 <input type="checkbox"/>	53 <input type="checkbox"/>
	Industrial process control systems	66 <input type="checkbox"/>	54-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	55 <input type="checkbox"/>	56 <input type="checkbox"/>	57 <input type="checkbox"/>
	Energy-related equipment/services	67 <input type="checkbox"/>	58-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	59 <input type="checkbox"/>	60 <input type="checkbox"/>	61 <input type="checkbox"/>
	Industrial machinery/fixtures/accessories	68 <input type="checkbox"/>	62-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	63 <input type="checkbox"/>	64 <input type="checkbox"/>	65 <input type="checkbox"/>
	Manufacturers' materials, supplies (chemicals, paper, plastics, etc.)	69 <input type="checkbox"/>	66-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	67 <input type="checkbox"/>	68 <input type="checkbox"/>	69 <input type="checkbox"/>
	New site construction/expansion/relocation	70 <input type="checkbox"/>	70-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	71 <input type="checkbox"/>	72 <input type="checkbox"/>	73 <input type="checkbox"/> [79-0]
Office Operations	Office furnishings/fixtures/supplies	71 <input type="checkbox"/>	10-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>	13 <input type="checkbox"/> [80-4]
	Fax, duplicators, copiers & related supplies	72 <input type="checkbox"/>	14-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	15 <input type="checkbox"/>	16 <input type="checkbox"/>	17 <input type="checkbox"/>
	Express package/mail services	73 <input type="checkbox"/>	18-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	19 <input type="checkbox"/>	20 <input type="checkbox"/>	21 <input type="checkbox"/>
Human Resources/ Staffing	Executive recruitment/management consultants	74 <input type="checkbox"/>	22-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>	25 <input type="checkbox"/>
	Temporary staffing	75 <input type="checkbox"/>	26-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>
	Employee benefits packages (other than insurance)	76 <input type="checkbox"/>	30-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	31 <input type="checkbox"/>	32 <input type="checkbox"/>	33 <input type="checkbox"/>
	Worker's comp/rehabilitation	77 <input type="checkbox"/>	34-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>	37 <input type="checkbox"/>
Insurance	Group life/health insurance	78 <input type="checkbox"/> [79-0]	38-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	39 <input type="checkbox"/>	40 <input type="checkbox"/>	41 <input type="checkbox"/>
	Property/casualty insurance	10 <input type="checkbox"/> [80-2]	42-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	43 <input type="checkbox"/>	44 <input type="checkbox"/>	45 <input type="checkbox"/>
	Corporate liability insurance (safety, security, loss prevention and environmental)	11 <input type="checkbox"/>	46-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	47 <input type="checkbox"/>	48 <input type="checkbox"/>	49 <input type="checkbox"/>
	Self-insurance services	12 <input type="checkbox"/>	50-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	51 <input type="checkbox"/>	52 <input type="checkbox"/>	53 <input type="checkbox"/>
Computer Technology	Mainframes/mini/midi computers & related hardware	13 <input type="checkbox"/>	54-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	55 <input type="checkbox"/>	56 <input type="checkbox"/>	57 <input type="checkbox"/>
	Software for mainframe/mini/midi computers	14 <input type="checkbox"/>	58-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	59 <input type="checkbox"/>	60 <input type="checkbox"/>	61 <input type="checkbox"/>
	CAD/CAM software	15 <input type="checkbox"/>	62-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	63 <input type="checkbox"/>	64 <input type="checkbox"/>	65 <input type="checkbox"/>
	Desktop computers/workstations	16 <input type="checkbox"/>	66-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	67 <input type="checkbox"/>	68 <input type="checkbox"/>	69 <input type="checkbox"/>
	Laptops/notebook computers	17 <input type="checkbox"/>	70-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	71 <input type="checkbox"/>	72 <input type="checkbox"/>	73 <input type="checkbox"/>
	Software for personal computers	18 <input type="checkbox"/>	74-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	75 <input type="checkbox"/>	76 <input type="checkbox"/>	77 <input type="checkbox"/> [79-0]
	Handheld PCs/PDAs/palm-sized PCs	19 <input type="checkbox"/>	10-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>	13 <input type="checkbox"/> [80-5]
	Network LAN/WAN servers/other hardware	20 <input type="checkbox"/>	14-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	15 <input type="checkbox"/>	16 <input type="checkbox"/>	17 <input type="checkbox"/>
	Software for network LAN/WAN servers	21 <input type="checkbox"/>	18-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	19 <input type="checkbox"/>	20 <input type="checkbox"/>	21 <input type="checkbox"/>
	Internet/Intranet/Extranet servers/hardware	22 <input type="checkbox"/>	22-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>	25 <input type="checkbox"/>
	Internet/Intranet/Extranet software	23 <input type="checkbox"/>	26-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>
	Internet/Intranet/Extranet content & maintenance	24 <input type="checkbox"/>	30-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	31 <input type="checkbox"/>	32 <input type="checkbox"/>	33 <input type="checkbox"/>
	Software for E-business/commerce	25 <input type="checkbox"/>	34-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>	37 <input type="checkbox"/>
	CRM software and services	26 <input type="checkbox"/>	38-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	39 <input type="checkbox"/>	40 <input type="checkbox"/>	41 <input type="checkbox"/>
	Printers	27 <input type="checkbox"/>	42-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	43 <input type="checkbox"/>	44 <input type="checkbox"/>	45 <input type="checkbox"/>
	Data storage devices	28 <input type="checkbox"/>	46-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	47 <input type="checkbox"/>	48 <input type="checkbox"/>	49 <input type="checkbox"/>
	Other peripheral computer hardware (monitors, drives, modems, etc.)	29 <input type="checkbox"/>	50-1 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>	51 <input type="checkbox"/>	52 <input type="checkbox"/>	53 <input type="checkbox"/> [79-0]

ABOUT YOUR READING PREFERENCES

- 1a. Shown below are the names of selected publications published daily, Monday through Friday. Please check “Yes” for each publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 1b. For those publications you read or looked into in the **last six months**, check how many of the **last five** issues published you have read or looked into.

	(a)		(b)						
	Read/Looked into		Number of Issues Read Out of Last Five						
	in Last 6 Months		5	4	3	2	1	None	
DAILIES	Chicago Tribune	10 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(50)
	Financial Times	11 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(51)
	Investor’s Business Daily	12 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(52)
	Los Angeles Times	13 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(53)
	The New York Times	14 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(54)
	USA Today	15 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(55)
	The Wall Street Journal	16 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(56)

- 2a. Shown below are the names of selected publications published monthly, bimonthly, biweekly or weekly. Please check “Yes” for each publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 2b. For those publications you read or looked into in the **last six months**, check how many of the **last four** issues published you have read or looked into.

	(a)		(b)					
	Read/Looked into		Number of Issues Read Out of Last Four					
	in Last 6 Months		4	3	2	1	None	
MONTHLIES / BIMONTHLIES	Black Enterprise	17 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(57)
	BusinessWeek SmallBiz (6X Year)	18 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(58)
	CFO	19 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(59)
	Chief Executive (8X Year)	20 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(60)
	Condé Nast Portfolio	21 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(61)
	Entrepreneur	22 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(62)
	Fast Company (10X Year)	23 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(63)
	FSB:Fortune Small Business (10X Year)	24 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(64)
	Harvard Business Review	25 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(65)
	Hispanic Business (10X Year)	26 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(66)
	IEEE Spectrum	27 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(67)
	Inc.	28 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(68)
	IndustryWeek	29 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(69)
	Kiplinger’s Personal Finance	30 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(70)
	Money	31 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(71)
	National Geographic	32 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(72)
	Popular Science	33 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(73)
	Sales & Marketing Management (6X Year)	34 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(74)
	Scientific American	35 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(75)
SmartMoney	36 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(76)	
Technology Review	37 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(77)	
Wired	38 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(78)	
Worth	39 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(79)	
BI-WEEKLIES	Forbes	40 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(10)
	Fortune	41 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(11)
WEEKLIES	BusinessWeek	42 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(12)
	The Economist	43 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(13)
	The New Yorker	44 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(14)
	Newsweek	45 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(15)
	Sports Illustrated	46 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(16)
	Time	47 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(17)
	U.S. News & World Report	48 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(18)
	The Week	49 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(19)

[79-0]
[80-7]

- 3a. Shown below are the names of specialized publications in selected categories. Each publication's issue frequency is provided to assist your recognition. Please check "Yes" for **each** publication which you have read or looked into in the **last six months** at work, in your home, or some other place.
- 3b. For those publications you have read or looked into in the **last six months**, check how many of the **last four** issues published you have read or looked into.

		(a) Read/Looked into in Last 6 Months	(b) (If "Yes") Number of Issues Read Out of Last Four					
			Yes					
			4	3	2	1	None	
AIRLINE / INFLIGHT/ ENROUTE	American Way (24X Year)	20	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(54)
	Continental (Monthly)	21	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(55)
	Delta Air Lines Sky Magazine (Monthly)	22	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(56)
	Hemispheres [United Airlines] (Monthly)	23	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(57)
	NWA WorldTraveler (Monthly)	24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(58)
	Southwest Airlines Spirit (Monthly)	25	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(59)
	US Airways Magazine (Monthly)	26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(60)
BUSINESS MEETINGS	Business Travel News (26X Year)	27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(61)
	Corporate Meetings & Incentives (Monthly)	28	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(62)
	Meeting News (18X Year)	29	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(63)
	Meetings & Conventions (Monthly)	30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(64)
	Successful Meetings (Monthly)	31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(65)
FINANCE / MONEY MANAGEMENT	Barron's (Weekly)	32	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(66)
	Bloomberg Markets (Monthly)	33	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(67)
	The Deal (Weekly)	34	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(68)
	Financial Week	35	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(69)
	Global Finance (Monthly)	36	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(70)
	Institutional Investor (Monthly)	37	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(71)
	Pensions & Investments (Biweekly)	38	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(72)
INSURANCE	Best's Review (Monthly)	39	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(73)
	Business Insurance (Weekly)	40	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(74)
	Employee Benefit News (15X Year)	41	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(75)
	National Underwriter (Weekly)	42	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(76)
	Risk & Insurance (15X Year)	43	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(77)
INFORMATION TECHNOLOGY / PERSONAL COMPUTERS	CIO Magazine (23X Year)	44	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(10)
	Communications News (Monthly)	45	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(11)
	Computerworld (Weekly)	46	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(12)
	eWeek	47	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(13)
	InformationWeek	48	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(14)
	Macworld (Monthly)	49	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(15)
	NetworkWorld (Weekly)	50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(16)
	PC Magazine (Monthly)	51	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(17)
	PC World (Monthly)	52	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(18)
	Profit (Quarterly)	53	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(19)

[79-0]
[80-8]

ABOUT YOUR VIEWING PREFERENCES

- 1a. Shown below are the names of selected business and news television programs that usually appear every weekday, Monday through Friday. Please check "Yes" for **each** program you have viewed in the **last six months** in your home or elsewhere.
- 1b. For those programs you have viewed in the **last six months**, check how many of the **last five** programs you viewed.

	(a) Viewed in Last 6 Months Yes	(b) (If "Yes") Number of Programs Viewed Out of Last Five							
		5	4	3	2	1		None	
WEEKDAY PROGRAMS BROADCAST	BBC News (PBS)	20 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(60)
	CBS Evening News	21 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(61)
	The Early Show (CBS)	22 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(62)
	Good Morning America (ABC)	23 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(63)
	NBC Nightly News	24 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(64)
	The NewsHour with Jim Lehrer (PBS)	25 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(65)
	Nightline (ABC)	26 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(66)
	Nightly Business Report (PBS)	27 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(67)
	The Today Show (NBC)	28 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(68)
	World News with Charles Gibson (ABC)	29 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(69)
WEEKDAY PROGRAMS CABLE	American Morning (CNN)	30 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(70)
	Anderson Cooper 360° (CNN)	31 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(71)
	The Big Idea with Donny Deutsch (CNBC)	32 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(72)
	Bloomberg Television (E!)	33 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(73)
	The Call (CNBC)	34 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(74)
	Closing Bell (CNBC)	35 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(10)
	CNN Newsroom	36 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(11)
	Countdown with Keith Olbermann (MSNBC)	37 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(12)
	Fast Money (CNBC)	38 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(13)
	Fox & Friends (FNC)	39 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(14)
	The Fox Report with Shepard Smith (FNC)	40 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(15)
	Hannity & Colmes (FNC)	41 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(16)
	Hardball with Chris Matthews (MSNBC)	42 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(17)
	Kudlow & Company (CNBC)	43 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(18)
	Larry King Live (CNN)	44 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(19)
	Lou Dobbs Tonight (CNN)	45 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(20)
	Mad Money (CNBC)	46 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(21)
	Morning Joe (MSNBC)	47 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(22)
	MSNBC Live	48 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(23)
	The O'Reilly Factor (FNC)	49 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(24)
On the Record with Greta Van Susteren (FNC)	50 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(25)	
Power Lunch (CNBC)	51 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(26)	
Race for the White House with David Gregory (MSNBC)	52 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(27)	
Situation Room (CNN)	53 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(28)	
Special Report with Brit Hume (FNC)	54 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(29)	
Squawk Box (CNBC)	55 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(30)	
Squawk on the Street (CNBC)	56 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(31)	
Street Signs (CNBC)	57 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(32)	
The Verdict with Dan Abrams (MSNBC)	58 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(33)	
Your World with Neil Cavuto (FNC)	59 <input type="checkbox"/>	-5 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(34)	

[79-0]
[80-9]

- 2a. Shown below are the names of business and news television programs that usually appear weekly. Please check "Yes" for **each** program you have viewed in the **last six months** in your home or elsewhere.
- 2b. For those programs you have viewed in the **last six months**, check how many of the **last four** programs you viewed.

	(a) Viewed in Last 6 Months Yes	(b) (If "Yes") Number of Programs Viewed Out of Last Four						
		4	3	2	1	None		
WEEKLY PROGRAMS BROADCAST	20/20 (ABC)	35 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(60)
	60 Minutes (CBS)	36 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(61)
	Dateline (NBC)	37 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(62)
	BusinessWeek TV (SYN)	38 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(63)
	Face The Nation (CBS)	39 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(64)
	Fox News Sunday (FOX, FNC)	40 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(65)
	Frontline (PBS)	41 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(66)
	The McLaughlin Group (SYN)	42 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(67)
	Meet the Press (NBC & MSNBC)	43 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(68)
	NOW (PBS)	44 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(69)
	Sunday Morning with Charles Osgood (CBS)	45 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(70)
	This Week with George Stephanopoulos (ABC)	46 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(71)
Washington Week (PBS)	47 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(72)	
							[79-1] [80-0]	
WEEKLY PROGRAMS CABLE	The Beltway Boys (FNC)	48 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(10)
	Bulls & Bears (FNC)	49 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(11)
	Cashin' In (FNC)	50 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(12)
	Cavuto on Business (FNC)	51 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(13)
	CNN Presents	52 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(14)
	CNN: Special Investigations Unit	53 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(15)
	Forbes on Fox (FNC)	54 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(16)
	In the Money (CNN)	55 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(17)
	The Journal Editorial Report (FNC)	56 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(18)
	Late Edition with Wolf Blitzer (CNN)	57 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(19)
	Reliable Sources (CNN)	58 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(20)
	Wall Street Journal Report with Maria Bartiromo (CNBC & SYN)	59 <input type="checkbox"/>	-4 <input type="checkbox"/>	-3 <input type="checkbox"/>	-2 <input type="checkbox"/>	-1 <input type="checkbox"/>	-0 <input type="checkbox"/>	(21)

3. Do you use the Internet/WorldwideWeb for any of following? (Check all that apply.)
- Researching products you are considering buying.....22 Purchasing products for business24
- Purchasing products for personnel use23 Subscribing to a daily/weekly newsletter25

4. Do you... (Check **one** box only.)
- Read your own e-mail?-1 (26)
- Have someone else screen your e-mail?-2 [79-1]
- Neither, do not use e-mail.....-3 [80-1]

THANK YOU! Please return this questionnaire in the stamped, self-addressed envelope provided or mail to:
ERDOS & MORGAN • 6400 Jericho Tpke., Ste. 102 • PO Box 9003 • Syosset, NY 11791-9003

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