
**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)_____

Seek at least two Kindle users

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

15) What is your gender?

- Male
- Female

Seek a mix of men and women

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.

THANK & DISMISS

Seek a mix of income levels.

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.
