

**Coos County Comparative Media Survey  
Ci3 Instrument**

CATI ON

Q:HELLO1

T:

Hello. The media in Coos County have asked us to conduct a ten minute survey with adults [age 18 or older] about what you think of the media in your area. My name is \_\_\_, calling from the University of Oregon Survey Research Laboratory. I want to assure you that I am not selling a thing, and that this survey is completely anonymous and voluntary. [Please do not even tell me your name.]

PROBE: We also need to interview people in the Gardiner-Reedsport area, because it is so close to Coos County and shares some of the same media.

1 R ON TELEPHONE  
CTRL/END --> SCHEDULE CALLBACK

I:  
Key 1

Q:HELLO2

T:

Do you have any questions about the survey before we begin?

1 NO QUESTIONS OR QUESTIONS ANSWERED, OK TO BEGIN SURVEY  
HAS QUESTIONS ---> REFER TO "ANSWERS TO COMMON QUESTIONS"

I:  
Key 1

Q:COOPERAT

T:

We appreciate your cooperation. [I'd like to begin the survey now.]

1 OK  
CTRL/END NO --> SCHEDULE CALLBACK

I:  
Key 1

Q:QUALIFY1

T:

First, I need to verify that you actually live in Coos County or Western Douglass county. [Do you?]

PROBE: By Coos County area, we mean Coos County itself, as well as the Gardiner-Reedsport area [of western Douglas County].

1 YES  
2 NO --> SKIPTO NOQAL

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1,2, 7-9  
If (ans > 1) skipto NOQAL  
QAL NOQAL

Q:QUALIFY2

T:

Are you currently employed by a television or radio station, or a daily or weekly newspaper, in the Coos County area?

PROBE For 'WHY': If you are, I may not be allowed to interview you.

1 YES --> SKIP TO NOQAL1  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1,2, 7-9  
If (ans = 1) skipto NOQAL1  
If (ans > 2) skipto NOQAL1

Q:IMPORT

T:

[First], generally speaking, how important is it to you to stay on top of news, events, and other things going on in the Coos County area and your community? Is it very important, somewhat important, not very important, or not at all important [to you]?

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT
- 5 IF VOLUNTEERED: IT DEPENDS

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:NEWS1

T:

[Now] I need to ask you about how closely you follow the news these days. How much do you pay attention to news about the local community where you live - a lot, some, a little, or not at all?

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:NEWS2

T:

How much do you pay attention to news about the Coos County area?

PROBE: - a lot, some, a little, or not at all?

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:NEWS3

T:

(What about / How much do you pay attention to) news about Oregon?

PROBE: ...a lot, some, a little, or not at all?

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:NEWS4

T:

What is your main source of national and international news?

PROBE: From which source do you get most of your national and international news?

PROBE: If you had to choose one, from which one do you get your most news information?

PROBE FROM LIST (ROTATING)

- 1 NEWSPAPERS
- 2 NEWS MAGAZINES
- 3 TELEVISION
- 4 RADIO
- 5 WORLD WIDE WEB
- 6 FRIENDS AND RELATIVES
- 7 SOMETHING ELSE
- 8 (IF VOLUNTEERED) COMBINATION OF THE ABOVE
- 9 (IF VOLUNTEERED) GETS NO NATIONAL/INTERNATIONAL NEWS

- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

I:

num 1 99 2 0 24 30

If (ANS > 9)

If (ANS < 97) reask

EndIf

Q:NEWS5

T:

What is your main source of news for your local community?

PROBE: From which source do you get most of your local news?

PROBE: If you had to choose one, from which one do you get your most news information?

PROBE FROM LIST (ROTATING)

- 1 NEWSPAPERS
- 2 TELEVISION
- 3 RADIO
- 4 WORLD WIDE WEB
- 5 FRIENDS AND RELATIVES
- 6 SOMETHING ELSE
- 7 (IF VOLUNTEERED) COMBINATION OF THE ABOVE
- 8 (IF VOLUNTEERED) GETS NO LOCAL NEWS
  
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

I:

num 1 99 2 0 24 30

If (ANS > 8)

    If (ANS < 97) reask

EndIf

Q:WORLD

T:

[Now I need to ask you some questions about different types of media.] Have you looked at the local daily newspaper, The World, at all in the past week?

- 1 YES
- 2 NO --> SKIPTO WEEKLY
  
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1,2, 7-9

If (ans > 1) skipto WEEKLY

Q:WORLD1

T:

How many days per week do you usually look at The World?

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX OR MORE

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:  
key 1-9  
if (ans > 6) skipto WEEKLY

Q:WORLD2

T:

What part of the paper do you usually look at first [when you (look at / read)  
The World]?

PROBE: FOR 'SPORTS': Which sports do you look at first - high  
school and prep, citizens, statewide [such as the Ducks, Beavers, or  
Blazers], or national?

- |                                      |                        |
|--------------------------------------|------------------------|
| 1 ANN LANDERS                        | 10 LOCAL GOV'T MEETING |
| SCHEDULES                            |                        |
| 2 ADVERTISEMENTS, EXCEPT CLASSIFIED  | 11 LOCAL NEWS          |
| 3 BRIEFS ON DAILY OR UPCOMING EVENTS | 12 NATIONAL NEWS       |
| 4 BUSINESS NEWS                      | 13 OBITUARIES          |
| 5 CLASSIFIED ADS                     | 14 POLICE BRIEFS       |
| 6 COAST LIFE                         | 15 SPORTS - CITIZENS   |
| 7 COMICS                             | 16 SPORTS - HIGH       |
| SCHOOL/PREP                          |                        |
| 8 FRONT PAGE                         | 17 SPORTS - NATIONAL   |
| 9 INTERNATIONAL NEWS                 | 18 SPORTS - STATEWIDE  |
|                                      | 19 TV LISTINGS         |
|                                      | 20 OTHER --> SPECIFY   |
| 97 REFUSED                           |                        |
| 98 DON'T KNOW                        |                        |
| 99 NO ANSWER                         |                        |

I:  
num 1 99 2 0 24 30  
If (ANS > 20)  
If (ANS < 97) reask  
EndIf  
oth 20 21 20 24 70

Q:WORLD3A

T:

Please tell me if you read any of the following \*regularly\* in The World newspaper. Do you regularly read the local news?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3B

T:

Do you regularly read the briefs on up-coming events or meetings?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3C

T:

[What about / Do you regularly read] the obituaries ?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3D

T:

[What about / Do you regularly read] the display advertisements in the main part of the paper?

PROBE: For example, ads for sales in local stores.

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3E

T:

[What about / Do you regularly read] the classified ads?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3F

T:

[What about / Do you regularly read] the daily TV listings in the Classified section?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3G

T:

[What about / Do you regularly read] the comics?

1 YES

2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:WORLD3H

T:

[What about / Do you regularly read] the sports section?

1 YES  
2 NO  
  
7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:WORLD3J

T:

Do you regularly read View Magazine that comes with the Weekend edition of The World?

PROBE: It's the section with the week's TV listings and local entertainment information.

1 YES  
2 NO --> SKIPTO WORLD3L  
  
7 REFUSED --> SKIPTO WORLD3L  
8 DON'T KNOW --> SKIPTO WORLD3L  
9 NO ANSWER --> SKIPTO WORLD3L

I:  
Key 1,2, 7-9  
If (ans > 1) skipto WORLD3L

Q:WORLD3K

T:

Do you keep View Magazine around after the weekend, in order to refer to it later?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD3L

T:

Is there any other part [of The World] that you regularly read?

1 YES

2 NO --> SKIPTO WORLD4

7 REFUSED --> SKIPTO WORLD4

8 DON'T KNOW --> SKIPTO WORLD4

9 NO ANSWER --> SKIPTO WORLD4

I:

Key 1,2, 7-9

If (ans > 1) skipto WORLD4

Q:WORLD3M

T:

What part is that?

OPEN-ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:WORLD4

T:

[Now] Let me ask, did you look at [yesterday's / the weekend] edition of The World [newspaper]?

NOTE: FOR MONDAY INTERVIEWS, ASK 'THE WEEKEND'

1 YES

2 NO --> SKIPTO WORLD5

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

If (ans > 1) skipto WORLD5

Q:WORLD4A

T:

Did you see the ad for (BUSINESS NAME) in [yesterday's / the weekend] edition of The World?

NOTE: REFER TO BOARD OR POSTING FOR DAILY CHANGING NAMES

NOTE: FOR MONDAY INTERVIEWS, ASK 'THE WEEKEND'

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD5

T:

Have you ever looked at The World newspaper's [website / World Wide Web site] on the Internet?

1 YES

2 NO --> SKIPTO WORLD6

7 REFUSED --> SKIPTO WORLD6

8 DON'T KNOW --> SKIPTO WORLD6

9 NO ANSWER --> SKIPTO WORLD6

I:

Key 1,2, 7-9

If (ans > 1) skipto WORLD6

Q:WORLD5A

T:

Do you regularly read (it / The World newspaper's [website / World Wide Web site])?

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:WORLD6

T:

Is there any type of news that you need to get from another source because  
The World does not carry it?

1 YES

2 NO --> SKIPTO WEEKLY

7 REFUSED --> SKIPTO WEEKLY

8 DON'T KNOW --> SKIPTO WEEKLY

9 NO ANSWER --> SKIPTO WEEKLY

I:

Key 1,2, 7-9

If (ans > 1) skipto WEEKLY

Q:WORLD6A

T:

What type of news is that?

OPEN-ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:WEEKLY

T:

Have you ever looked at any of the weekly newspapers in the Coos County area  
[such as the Coos News, Western World, South Coast Shopper, Coquille Valley  
Sentinel, South Coast Week, or Myrtle Point Herald]?

1 YES

2 NO --> SKIPTO FLYERS1

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

If (ans > 1) skipto FLYERS1

Q:WEEKLY1

T:

How often do you look at the Koos News - every week, a few times each month, about once per month, or less?

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 (IF VOLUNTEERED) NEVER

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:WEEKLY2

T:

(What about / How often do you look at) the Western World [in Bandon]?

PROBE: ...every week, a few times each month, about once per month, or less?

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 (IF VOLUNTEERED) NEVER

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:WEEKLY3

T:

(What about / How often do you look at) the Coquille Valley Sentinel ?

PROBE: ...every week, a few times each month, about once per month, or less?

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH

3 ONCE PER MONTH  
4 LESS OFTEN  
5 (IF VOLUNTEERED) NEVER

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-5, 7-9

Q:WEEKLY4

T:

(What about / How often do you look at) the Myrtle Point Herald?

PROBE: ...every week, a few times each month, about once per month, or less?

1 EVERY WEEK  
2 A FEW TIMES EACH MONTH  
3 ONCE PER MONTH  
4 LESS OFTEN  
5 (IF VOLUNTEERED) NEVER

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-5, 7-9

Q:WEEKLY5

T:

How often do you look at the South Coast Shopper?

PROBE: ...every week, a few times each month, about once per month, or less?

PROBE: That's the free classified publication that has the artwork of the sun on the front page.

1 EVERY WEEK  
2 A FEW TIMES EACH MONTH  
3 ONCE PER MONTH  
4 LESS OFTEN  
5 (IF VOLUNTEERED) NEVER

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1-5, 7-9

Q:WEEKLY6

T:

How often do you look at South Coast Week?

PROBE: ...every week, a few times each month, about once per month, or less?

PROBE: That's the free weekly paper with local news stories and The World classified pages in it.

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 (IF VOLUNTEERED) NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-5, 7-9

Q:WEEKLY7

T:

Do you regularly read or look through any other weekly publications or free publications that serve the Coos County area?

- 1 YES
- 2 NO --> SKIPTO FLYER1
- 7 REFUSED --> SKIPTO FLYER1
- 8 DON'T KNOW --> SKIPTO FLYER1
- 9 NO ANSWER --> SKIPTO FLYER1

I:

Key 1,2, 7-9

If (ans > 1) skipto FLYERS1

Q:WEEKLY7A

T:

What are those?

PROBE: Are there any others you regularly read or look through?

OPEN-ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:FLYERS1

T:

Do you regularly open and read the flyers, letters and postcards that grocery stores and other businesses send to your mailbox at home?

PROBE: You know, what some people call "junk mail".

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:FLYERS2

T:

How would you prefer to receive advertising and promotional information from local businesses, if at all.

OPEN-ENDED; RECORD VERBATIM

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:TV1

T:

Now I need to ask you about television and radio. Have you watched television at all in the last week, \*not\* including videos, DVDs and games [for any length of time]?

NOTE: It counts if you have the TV on in the background while you do something else.

1 YES  
2 NO --> SKIPTO RADIO1

7 REFUSED --> SKIPTO RADIO1  
8 DON'T KNOW --> SKIPTO RADIO1  
9 NO ANSWER --> SKIPTO RADIO1

I:  
Key 1,2, 7-9  
If (ans > 1) skipto RADIO1

Q:TV2

T:

How many days per week do you usually watch (television / TV)?

ENTER EXACT NUMBER 0-7

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 0 99 2 0 20 10  
If (ANS > 7)  
If (ANS < 97) reask  
EndIf  
If (ans = 0) skipto TV5

Q:TV3

T:

How many different channels do you usually watch each day [on the days you watch television]?

ENTER EXACT NUMBER 1-10; 10 = 10 OR MORE

10 10 OR MORE

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 20 10  
If (ANS > 10)  
If (ANS < 97) reask  
EndIf

Q:TV4

T:

What (television / TV) station have you watched the most in the past week ?

OPEN-ENDED, RECORD VERBATIM

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:TV5

T:

Did you watch KCBY \*yesterday\*?

PROBE: Did you watch the (television / TV) station KCBY \*yesterday\*?

PROBE: That's CBS, channel 4 if you have cable, and channel 11 if you have an antenna.

1 YES

2 NO --> SKIPTO RADIO1

7 REFUSED --> SKIPTO RADIO1

8 DON'T KNOW --> SKIPTO RADIO1

9 NO ANSWER --> SKIPTO RADIO1

I:

Key 1,2, 7-9

If (ans > 1) skipto RADIO1

Q:TV5A

T:

Did you see the commercial for (BUSINESS NAME) on KCBY yesterday?

NOTE: REFER TO BOARD OR POSTING FOR DAILY CHANGING NAMES.

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:RADIO1

T:

[Now turning to radio.] Have you listened to the radio at all in the past week  
[for any length of time]?

PROBE: It counts if you have the radio on in the background while you do  
something else

1 YES  
2 NO --> SKIPTO TRUST2

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1,2, 7-9

If (ans > 1) skipto TRUST2

Q:RADIO2

T:

How many days per week do you usually listen to the radio?

ENTER EXACT NUMBER 1-7

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:

num 1 99 2 0 20 10

If (ANS > 7)

If (ANS < 97) reask

EndIf

Q:RADIO3

T:

How many different radio stations do you usually listen to each day [on the days  
you listen]?

ENTER EXACT NUMBER 1-6,

6 = 6 OR MORE

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-6, 7-9

Q:RADIO4

T:

What radio station have you listened to the most in the past week?

PROBE FOR 'NO LISTEN TO MOST': Then please think about the station you like the most.

OPEN-ENDED, RECORD VERBATIM

TYPE EXACT RESPONSE BELOW

I:  
opn 13 5 22 60 m n

Q:RADIO5

T:

Did you listen to radio station KDCQ (Kay Doc)  
[the oldies station] \*yesterday\*?

PROBE: The station number for KDCQ is 93.5 FM

1 YES  
2 NO --> SKIPTO TRUST1

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9  
If (ans > 1) skipto TRUST1

Q:RADIO5A

T:

Did you hear a commercial for (BUSINESS NAME) \*yesterday\* on KDCQ?

NOTE: REFER TO BOARD OR POSTING FOR DAILY CHANGING NAMES.

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:TRUST1

T:

Now I need to ask you some questions about how you feel the media present the news. [The first question is] How often do you trust the accuracy of the news you hear on your USUAL radio station - always, often, sometimes, or rarely?

PROBE: Always, often, sometimes, or rarely?

NOTE: THIS SHOULD BE THE STATION R GAVE IN ANSWER TO RADIO4.

1 ALWAYS  
2 OFTEN  
3 SOMETIMES  
4 RARELY  
5 IF VOLUNTEERED: NEVER TRUST  
6 IF VOLUNTEERED: IT VARIES  
7 IF VOLUNTEERED: NEVER HEAR RADIO NEWS --> SKIPTO TRUST2

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 30  
If (ANS > 7)  
  If (ANS < 97) reask  
EndIf  
IF (ans > 6) skipto TRUST2

Q:FAIR1

T:

How often do you think that the news on your usual radio station is fair?

PROBE: always, often, sometimes, or rarely?

1 ALWAYS  
2 OFTEN  
3 SOMETIMES  
4 RARELY  
5 IF VOLUNTEERED: NEVER  
6 IF VOLUNTEERED: IT VARIES

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-6, 7-9  
IF (TV1 > 1) SKIPTO TRUST3

Q:TRUST2

T:

How often do you trust the accuracy of the news you see on your usual  
(television / TV) station?

PROBE: ...always, often, sometimes, or rarely?

NOTE: THIS SHOULD BE THE STATION R GAVE IN ANSWER TO TV4.

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 IF VOLUNTEERED: NEVER
- 6 IF VOLUNTEERED: IT VARIES
- 7 IF VOLUNTEERED: NEVER SEE TV NEWS --> SKIPTO TRUST3

- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

I:  
num 1 99 2 0 24 30  
If (ANS > 7)  
  If (ANS < 97) reask  
EndIf  
IF (ans > 6) skipto TRUST3

Q:FAIR2

T:

How often do you think the news on your usual (television / TV) station is  
fair?

PROBE: always, often, sometimes, or rarely?

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 IF VOLUNTEERED: NEVER
- 6 IF VOLUNTEERED: IT VARIES

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:  
Key 1-9

IF (WORLD > 1) SKIPTO MOST1

Q:TRUST3

T:

How often do you trust the accuracy of news you read in the local daily newspaper [The World]?

PROBE: ...always, often, sometimes, or rarely?

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 IF VOLUNTEERED: NEVER
- 6 IF VOLUNTEERED: IT VARIES
  
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-9

Q:FAIR3

T:

How often do you think the news in the local daily newspaper [The World] is fair?

PROBE: always, often, sometimes, or rarely?

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 IF VOLUNTEERED: NEVER
- 6 IF VOLUNTEERED: IT VARIES
  
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-9

Q:MOST1

T:

Please think of the \*one\* source of news and information that you rely on the most. [PAUSE] What is that?

PROBE:What single newspaper, television channel, radio station, news magazine, or other source do you rely on the most for news and information?  
PROBE:Conversations with friends and relatives and the World Wide Web count too.  
PROBE:If you had to choose one, which one do you rely on the most for news and information?

MARK BEST APPLICABLE RESPONSE; DO NOT PROMPT

1 THE WORLD NEWSPAPER	9 OTHER RADIO STATION
2 OTHER DAILY NEWSPAPER	10 TV STATION KCBY
3 THE WESTERN WORLD	11 OTHER TV STATION
4 THE COQUILLE VALLEY SENTINEL	12 DIRECT MAIL
5 THE SOUTH COAST SHOPPER	13 IN-STORE ADVERTISING
6 SOUTH COAST WEEK	14
FRIENDS/NEIGHBORS/WORD-OF-MOUTH	
7 OTHER PRINT NEWSPAPER	15 OTHER MISC. SOURCE
8 RADIO STATION KDCQ (KAY-DOC)	16 NONE

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 30  
If (ANS > 17)  
If (ANS < 97) reask  
EndIf

Q:MOST2

T:  
[Thank you.] Now please think of the \*one\* source of information that you rely on the most to help with your local shopping decisions.  
[PAUSE] What is that (source)?

PROBE: What single radio station, television channel, newspaper, or other source do you rely on the most for your local shopping decisions?  
PROBE: Conversations with friends and relatives, direct mail, in-store information, and the World Wide Web count too.  
PROBE: If you had to choose one, which one do you rely on the most for your local shopping decisions?

MARK BEST APPLICABLE RESPONSE; DO NOT PROMPT

1 THE WORLD NEWSPAPER	9 OTHER RADIO STATION
2 OTHER DAILY NEWSPAPER	10 TV STATION KCBY
3 THE WESTERN WORLD	11 OTHER TV STATION
4 THE COQUILLE VALLEY SENTINEL	12 DIRECT MAIL
5 THE SOUTH COAST SHOPPER	13 IN-STORE ADVERTISING
6 SOUTH COAST WEEK	14
FRIENDS/NEIGHBORS/WORD-OF-MOUTH	
7 OTHER PRINT NEWSPAPER	15 OTHER MISC. SOURCE
8 RADIO STATION KDCQ (KAY-DOC)	16 NONE

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 30  
If (ANS > 17)  
  If (ANS < 97) reask  
EndIf

Q:URBRUR

T:

I need to end the survey by asking some questions about you. First, do you live in an urban, suburban, or rural area [of Coos County or Western Douglass County]?

1 URBAN  
2 SUBURBAN  
3 RURAL, RANCH, FARM

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1-3, 7-9

Q:ZIPCODE

T:  
What is your zip code?

1 - 97407  
2 - 97411  
3 - 97414  
4 - 97420  
5 - 97423  
6 - 97441  
7 - 97449  
8 - 97458  
9 - 97459  
10 - 97460  
11 - 97466  
12 - 97467  
13 - 97468

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:  
num 1 99 2 0 24 30  
If (ANS > 13)  
  If (ANS < 97) reask  
EndIf

Q:LIFSTY1

T:

In the past twelve months, have you [or members of your household]  
participated in any type of outdoor activity?

PROBE: .. such as hiking, golf, sports or outdoor exercise?

1 YES

2 NO --> SKIPTO LIFSTY2

7 REFUSED --> SKIPTO LIFSTY2

8 DON'T KNOW --> SKIPTO LIFSTY2

9 NO ANSWER --> SKIPTO LIFSTY2

I:

Key 1,2, 7-9

If (ans > 1) skipto LIFSTY2

Q:OUT1

T:

Please tell me which of the following outdoor activities you [or members of  
your household] have taken part in [in the past twelve months].

PROBE FROM LIST

1 BACKPACKING

2 CAMPING

3 FISHING

4 GARDENING

5 GOLF

6 GROUP SPORTS [SUCH AS SOCCER, BASKETBALL, SOFTBALL, TENNIS]

7 HUNTING

8 RUNNING, OR JOGGING OR WALKING FOR EXERCISE

9 OTHER --> SPECIFY

10 \*\*\*ENTER HERE TO EXIT\*\*\*

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

loc 7 13 1 n

oth 9 15 25 24 75 mixed

sel 13 0 9 4 off enter

Q:LIFSTY2

T:

In the past twelve months, have you [or members of your household]  
taken part in any hobbies or artistic activities?

1 YES  
2 NO --> SKIPTO LIFSTY3

7 REFUSED --> SKIPTO LIFSTY3  
8 DON'T KNOW --> SKIPTO LIFSTY3  
9 NO ANSWER --> SKIPTO LIFSTY3

I:  
Key 1,2, 7-9  
If (ans > 1) skipto LIFSTY3

Q:HOBBY1

T:

Have you [or member of your household] done any home crafts, such as knitting, canning, gourmet cooking, quilting, sewing [in the past twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:HOBBY2

T:

(What about / Have you [or member of your household] taken part in) any shop crafts, such as carpentry, home improvements, or do-it-yourself projects [in the past 12 months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:HOBBY3

T:

(What about / Have you [or member of your household] taken part in) any artistic activities, such as playing a musical instrument, singing, writing, drawing or painting.

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:LIFSTY3

T:

(What about / Have you [or member of your household] taken part in)  
any group activities, such as getting together with friends or relatives,  
volunteering in the community, or going to a concert or live theatre?

1 YES  
2 NO --> SKIPTO AGE

7 REFUSED --> SKIPTO AGE  
8 DON'T KNOW --> SKIPTO AGE  
9 NO ANSWER --> SKIPTO AGE

I:  
Key 1,2, 7-9  
if (ans > 1) skipto AGE

Q:INVOLVE1

T:

Have you or members of your household volunteered in your  
community [in the last twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE2

T:

(What about / Have you [or member of your household] participated in)  
religious group activities [in the last twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE3

T:

(What about / Have you [or member of your household] attended)  
live theater or concert events [in the last twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE4

T:

Have you [or members of your household] gotten together with  
friends or relatives [in the last twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE5

T:

(What about / Have you or members of your household taken part in)  
senior center activities [in the last twelve months]?

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE6

T:

(What about / Have you or members of your household taken part in)  
bingo games [in the last twelve months]?

- 1 YES
- 2 NO
  
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:  
Key 1,2, 7-9

Q:INVOLVE7

T:

(What about / Have you or members of your household taken part in)  
4H [in the last twelve months]?

- 1 YES
- 2 NO
  
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:  
Key 1,2, 7-9

Q:LIFSTY4

T:

Have you [or members of your household] taken part in any other activities  
that I have not mentioned [in the past twelve months]?

- 1 YES
- 2 NO --> SKIPTO AGE
  
- 7 REFUSED --> SKIPTO AGE
- 8 DON'T KNOW --> SKIPTO AGE
- 9 NO ANSWER --> SKIPTO AGE

I:  
Key 1,2, 7-9

If (ans > 1) skipto AGE

Q:LIFSTY5

T:

What [is that / Are those]?

OPEN-ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:AGE

T:

How old are you?

OPEN-ENDED, ENTER EXACT AGE 18-96

96 96 OR MORE

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

num 1 99 2 0 20 10

If (ANS < 18) reask

Q:SEX

T:

(This may sound silly but) are you male or female?

1 MALE

2 FEMALE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:EDUC

T:

What is the highest level of education you have completed?

PROBE FROM LIST

- 1 0-8 YEARS, NO GED
- 2 8-12 YEARS, NO HIGH SCHOOL DIPLOMA OR GED
- 3 HIGH SCHOOL DIPLOMA OR GED
- 4 SOME COLLEGE, NO DEGREE
- 5 ASSOCIATE'S DEGREE (AA, AS)
- 6 BACHELORS DEGREE (BA, BS, AB)
- 7 MASTERS DEGREE (MA, MS, MBA)
- 8 DOCTORATE OR PROFESSIONAL DEGREE (PHD, JD, EDD, MD, DDS)
- 9 OTHER
  
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

I:

num 1 99 2 0 24 30

If (ANS > 9)

    If (ANS < 97) reask

EndIf

Q:EMPLOY

T:

Are you currently working for pay, either full time or part time?

IF NO, PROBE: Are you retired, looking for work, keeping house, taking classes, disabled, or something else?

PROBE FOR STUDENT WORKERS: Do you see yourself mainly as a student or as a worker?

- 1 EMPLOYED, OR SICK/ON VACATION FROM REGULAR JOB
- 2 STUDENT TAKING CLASSES, GOING TO SCHOOL, ON BREAK FROM SCHOOL
- 3 LOOKING FOR WORK / UNEMPLOYED --> SKIPTO HHNUM
- 4 KEEPING HOUSE --> SKIPTO HHNUM
- 5 RETIRED --> SKIPTO HHNUM
- 6 DISABLED /UNABLE TO WORK --> SKIPTO HHNUM
- 7 VOLUNTEER WORK ONLY --> SKIPTO HHNUM
- 8 OTHER, DOING NOTHING, HANGING OUT AND NOT LOOKING FOR WORK --> SKIPTO HHNUM
  
- 97 REFUSED
- 98 DON'T KNOW

99 NO ANSWER

I:

num 1 99 2 0 20 10

If (ANS > 8)

If (ANS < 97) reask

EndIf

Q:WWW

T:

Can you connect to the World Wide Web or the Internet at home, on the job, or at school?

1 YES

2 NO

3 IF VOLUNTEERED: YES, BUT DON'T

4 NEVER HEARD OF WWW OR INTERNET

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:HHNUM

T:

How many people live in your home, half-time or more, at this point in time, including yourself?

PROBE: How many people live and sleep here most of the time?

NOTE: INCLUDE EVERYONE WHO USUALLY LIVES THERE HALF-TIME OR MORE: FAMILY, ROOMMATES, BOARDERS, FOSTER CHILDREN, LIVE-IN EMPLOYEES, NEWBORN BABIES STILL

IN THE HOSPITAL, CHILDREN AT BOARDING SCHOOL, PERSONS WITH NO OTHER HOME WHO

STAY THERE, PEOPLE TEMPORARILY AWAY (VACATION, BUSINESS, MILITARY SERVICE, OR IN A GENERAL HOSPITAL).

NOTE: EXCLUDE EVERYONE WHO USUALLY LIVES SOMEWHERE ELSE, PERSONS IN INSTITUTIONS

(PRISON, NURSING HOME, MENTAL HOSPITAL), MILITARY PERSONNEL WHO LIVE ELSEWHERE,

PEOPLE WHO STAY SOMEWHERE ELSE MOST OF THE WEEK WHILE WORKING, AND COLLEGE

STUDENTS WHO LIVE AT COLLEGE DURING THE SCHOOL YEAR

TYPE IN EXACT NUMBER 1 - 20,

20=20 OR MORE

97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

I:

num 1 99 2 0 20 25

If (ANS > 20)

    If (ANS < 97) reask

EndIf

IF (ans = 1) skipto POVLEVEL

Q:HHKIDS

T:

Are there any children younger than age 18 living in your home [now]?

NOTE: INCLUDE ANY CHILD LIVING THERE (STEPCHILD, FOSTER CHILD, GRANDCHILD, FRIEND'S CHILD), AND CHILDREN OF NON-CUSTODIAL PARENTS IF THEY VISIT FREQUENTLY.

1 YES  
2 NO

7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

I:

Key 1,2, 7-9

Q:POVLEVEL

T:

Was your household income before taxes from all sources in 2001 above or below  
\_\_\_\_\_?

PROBE: Please include money from jobs [wages, salary, tips, bonuses], interest, dividends, child support, alimony, welfare, social security, disability and retirement payments, net income from a business, farm or rent, or any other money income received by members of your family.

NOTE: DO NOT INCLUDE LUMP-SUM PAYMENTS, SUCH AS MONEY FROM AN INHERITANCE OR SALE OF A HOME.

1 ABOVE  
2 BELOW

7 REFUSED  
8 DON'T KNOW

9 NO ANSWER

I:

IF (HHNUM = 1) show "\$8,350" 3 10 7 GRN L  
IF (HHNUM = 2) show "\$11,250" 3 10 7 GRN L  
IF (HHNUM = 3) show "\$14,150" 3 10 7 GRN L  
IF (HHNUM = 4) show "\$17,050" 3 10 7 GRN L  
IF (HHNUM = 5) show "\$19,950" 3 10 7 GRN L  
IF (HHNUM = 6) show "\$22,850" 3 10 7 GRN L  
IF (HHNUM = 7) show "\$25,750" 3 10 7 GRN L  
IF (HHNUM = 8) show "\$28,650" 3 10 7 GRN L  
IF (HHNUM > 8) show "\$31,550" 3 10 7 GRN L  
Key 1,2, 7-9

Q:ENDING1

T:

That is the end of the survey. Is there anything you would like to add?

OPEN-ENDED

TYPE EXACT RESPONSE BELOW

I:

opn 13 5 22 60 m n

Q:ENDING2

T:

Thank-you for your time and opinions on these questions. Good-bye.

PRESS 1 TO CONTINUE

I:

Key 1

Q:INTID

T:

PLEASE ENTER YOUR INTERVIEWER ID#

I:

num 1 999 3 0 20 10

Q:INTOBS2

T:

## INTERVIEWER OBSERVATIONS

PLEASE ADD ANY OTHER COMMENTS PERTINENT TO THE STUDY

TYPE EXACT RESPONSE BELOW

I:  
opn  
cpl  
DISPOS = 26  
ENDQUEST

Q:NOQAL

T:

I'm sorry to have bothered you. We can only interview people who live in the Coos County and Gardiner-Reedsport area [at least part of the time].  
[Have a nice (day/evening).] Good bye.  
NOTE: PRESS 1 TO EXIT

I:  
Key 1  
DISPOS = 22  
ENDQUEST

Q:NOQAL1

T:

I'm sorry to have bothered you. We cannot interview employees of these media programs. [Have a nice (day/evening).] Good bye.  
NOTE: PRESS 1 TO EXIT

I:  
Key 1  
DISPOS = 22  
ENDQUEST