synovate
Consumer Opinion Panel

R867-DQ

When I contacted you about Project FIRST, you mentioned that you are not the direct member of Synovate's consumer opinion panel. I only have the demographic information for the direct panel member, and because of this, I am asking you to fill out the following questionnaire. I need this information from you even if you are no longer a Project FIRST member. Please know that the information you provide in this questionnaire will only be reported in a summary with other responses and will never be referred to on an individual basis.

Please review the gray box above and make any corrections below:

☐ Mrs. ☐ Miss ☐ Mr. ☐ Dr. ☐ Ms. ☐ No Title

First Name _____ Last Name _____

Street Address _____ City _____ State _____ 5-digit Zip Code _____

Why do we ask for your address?

We use your name and address to contact you with surveys to complete, new products to test and rewards you have earned.

TELL US A LITTLE BIT MORE ABOUT YOU

Gender

☐ Male
☐ Female

Date of Birth

____/ 1 9 __ __
Month / 4-digit year

Race

☐ White ☐ Asian/Pacific Islander
☐ Black ☐ Other

Head of Household

Are you a household head – you own, are buying or rent your house, apartment or mobile home?

☐ Yes ☐ No

Marital Status

☐ Married
☐ Widowed
☐ Divorced
☐ Separated
☐ Never Married
☐ Domestic Partnership

Education Level

☐ Some Grade School
☐ Grade School
☐ Some High School
☐ High School Graduate
☐ Some College, No Degree (1-3 yrs)
☐ Associate Degree in College (2 yrs)
☐ Bachelor's Degree (e.g. BA, AB, BS)
☐ Master's Degree (e.g. MA, MS, MBA)
☐ Doctorate (PhD)
☐ Professional Degree (e.g. MD, JD)

Employment Status

☐ Work for someone else full time
☐ Temporarily unemployed
☐ Self-employed
☐ Works for someone else part-time
☐ Retired, not employed
☐ Student, disabled, etc., not employed
☐ Full-time homemaker

Spanish Ethnicity

☐ No, Not Spanish/Hispanic
☐ Mexican, Mexican Amer., Chicano
☐ Puerto Rican
☐ Cuban
☐ Other Spanish/Hispanic

The Building You Live In

☐ Mobile home or trailer
☐ One-family house detached
☐ One-family house attached to others
☐ A building for two families
☐ A building for three or more families
☐ None of these

Your Living Quarters

☐ Owned or being bought by you or someone else in your household
☐ Rented for cash rent
☐ Occupied without payment of rent

Household Income

"X" the one box which best describes the total yearly income of **all household members** before taxes. Include any income from all sources – employment, pensions, social security, etc.

☐ Under $5,000
☐ $5,000 to $7,499
☐ $7,500 to $9,999
☐ $10,000 to $12,499
☐ $12,500 to $14,999
☐ $15,000 to $17,499
☐ $17,500 to $19,999
☐ $20,000 to $22,499
☐ $22,500 to $24,999
☐ $25,000 to $27,499
☐ $27,500 to $29,999
☐ $30,000 to $32,499
☐ $32,500 to $34,999
☐ $35,000 to $39,999
☐ $40,000 to $44,999
☐ $45,000 to $49,999
☐ $50,000 to $59,999
☐ $60,000 to $74,999
☐ $75,000 to $84,999
☐ $85,000 to $99,999
☐ $100,000 to $124,999
☐ $125,000 to $149,999
☐ $150,000 to $174,999
☐ $175,000 to $199,999
☐ $200,000 to $249,999
☐ $250,000 to $299,999
☐ $300,000 and over

Why do we ask for your household income?

Your household income is used for demographic purposes only and is ALWAYS reported in aggregate with data from other panel households. We NEVER share this information with an outside party. Household income information is a critical component of your panelist profile.

Please make sure your questionnaire is complete. Then, insert your completed questionnaire in the postage-paid envelope provided, seal and mail. Thank you for completing this survey.