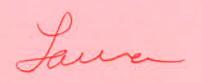
American Institute of Consumer Studies

Wave 53

MRI Media Study



PLACE SAMPLE LABEL HERE

INTERVIEWER RECORD:

Answer to Respondent Selection Form Q.A.: Yes No (Media Affiliation)

Interviewer Name

Interviewer ID #

Number of attempts made on this household

Date Interview Completed

Day Interview Completed:

	27-
Sun.	1
Mon.	2
Tues.	3
Wed.	4
Thurs.	5
Fri.	6
Sat.	7

OFFICE USE ONLY

Interview #	-	1-6)	C 0	1 8
Version	A		20-1	
# of design	gnated sex		-22)	
	23- 24-	25- 26-		

IMPORTANT:

IMMEDIATELY BEFORE READING 1ST QUESTION
RECORD TIME INTERVIEW BEGINS: